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NEW YORK, JANUARY 3. 1920

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# THE PUBLISHERS' WEEKLY

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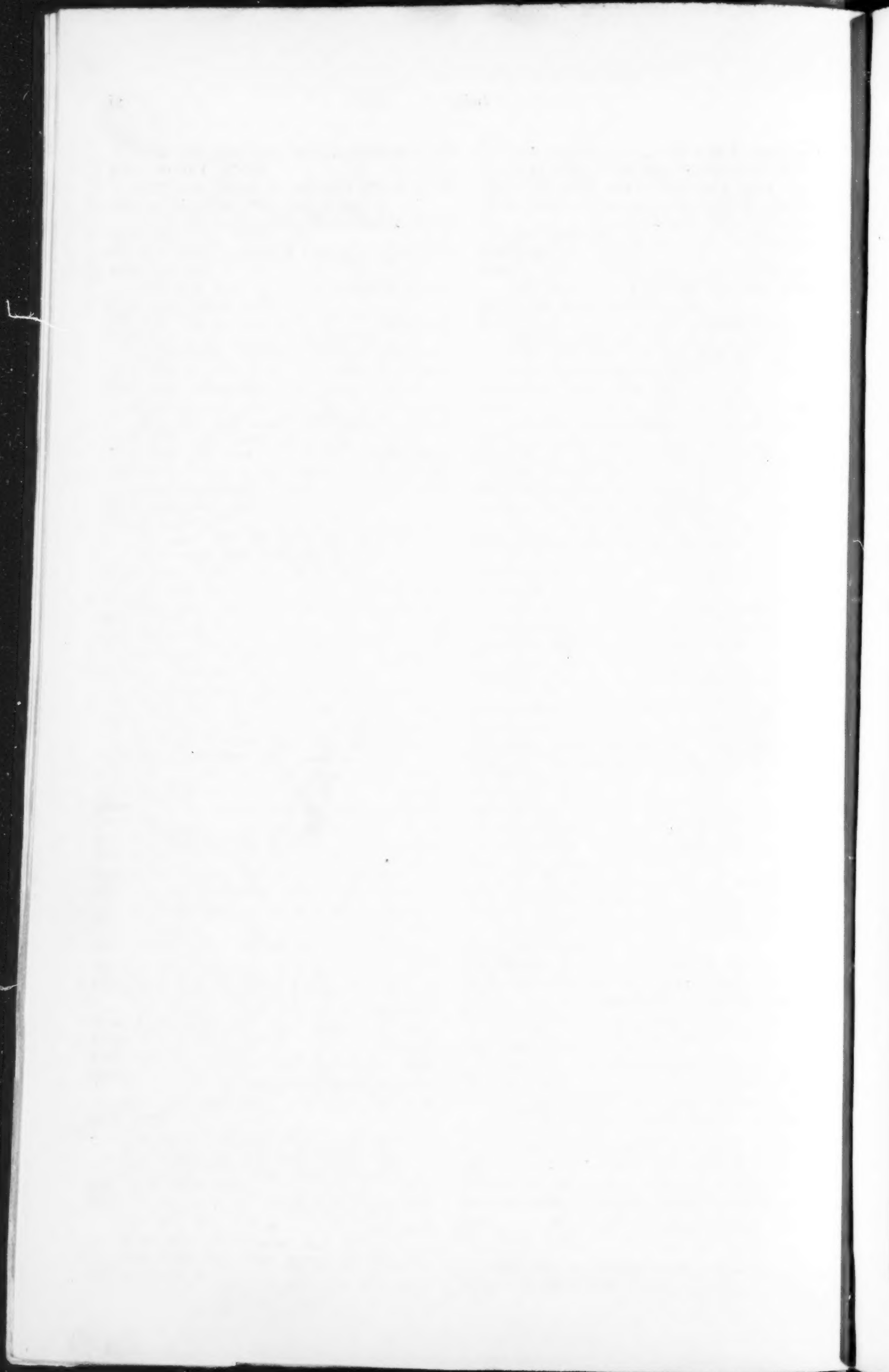
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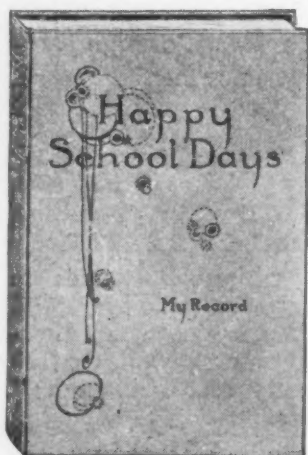
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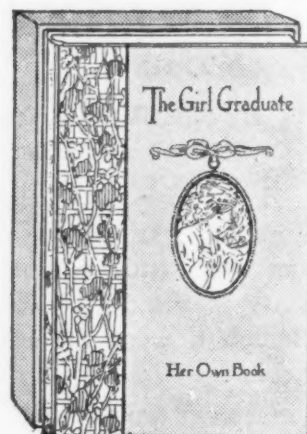
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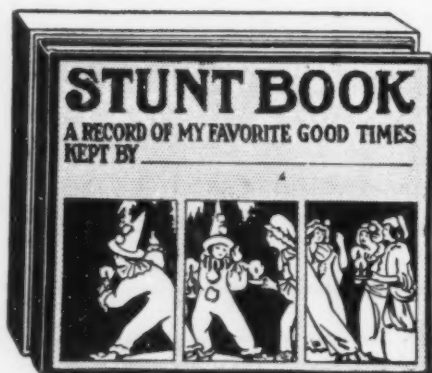
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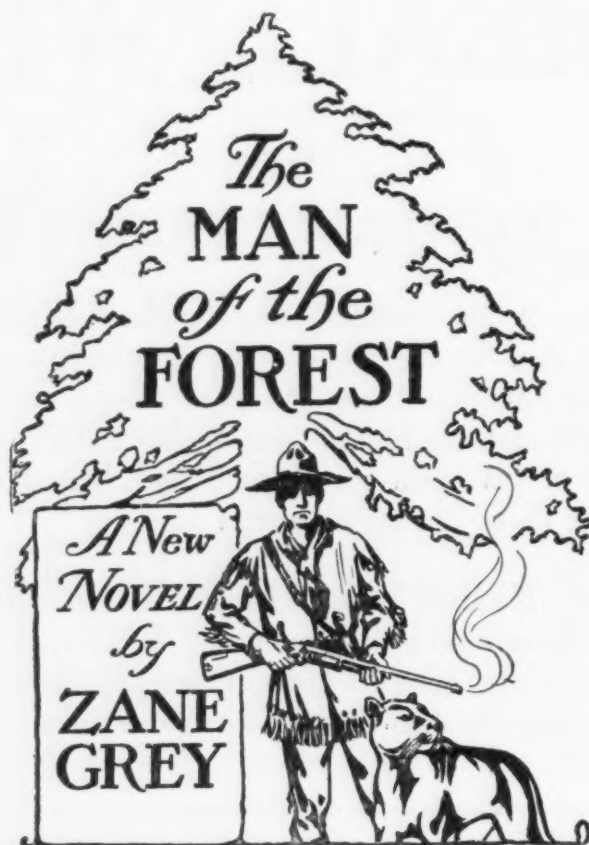
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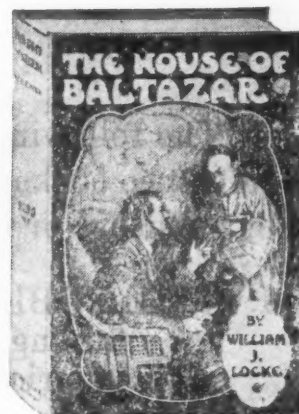
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### Getting the Distribution

BOOK publishers enter the new year with both confidence and apprehension,—confidence that it will be a notable year, apprehension lest they prove unable to take full advantage of the hopeful conditions.

The past year has exhibited book-buying interest in all parts of the country that shows no sign of abating as the new year begins. While the American public is still a long way from being a heavy buyer of books, and the field of possible expansion is almost limitless, yet progress has been shown and many new readers have found their way to the book counters.

Hand in hand with this increase in the reading habit come important supplies of new material, for every publisher reports notable plans under way and promising manuscripts accepted for 1920 publication. These plans do not seem to be restricted to any one field of writing but cover the practical, the imaginative, the economic and the reminiscent.

Why then should there be apprehension under such hopeful conditions? *Not* because of any circumstances connected with 1920 trade conditions or because of any expected reluctance on the part of the retail trade to enter energetically into the problems of selling, but because the book distribution machinery always seems to fall short of what is needed and deserved by a country of education, wealth and ambition. We have the greatest system of public libraries in the world, yet we have come to realize how small a percentage of our total area and population we have reached. We are a nation of omnivorous readers, yet out of six hundred pieces of reading matter that enter the average American household in a year only one is a book. The magazine can be bought within a block of where one happens to be when there is an impulse to read, the book may be a forenoon's journey away when the need or desire comes.

The crying need in the book-trade is better and more complete distribution, not merely more sales but more markets. Until the impulse to buy a book and the chance to buy it are brought close together, book publishing will always be unsatisfactory.

This increase in outlets is more the publisher's care than the retailer's. It cannot be expected that Mr. A., doing a good business in a New England city, can be as anxious that all cities of similar size in the Middle West have good stores, as is the publisher who knows that because of those weak spots his books cannot be displayed where many prospective purchasers would browse.

If a new co-operative spirit takes further hold in publishing circles this year, one of its first efforts might well be toward a survey of the distributive machinery and of the retail outlets with the intention of working unselfishly for a generally broadened market.

Nothing would be more practical as a way to somewhat lessen the impact of rapidly rising costs on book prices. 1920 is bound to be a notable year for books and reading; let us hope, too, that it will be notable for progress in the scope and efficiency of book selling machinery.

### Deans of the Book-trade

THE week current includes the birthdays of two men notable in the trade for many decades of publishing life and much good work in those decades. Henry Holt to-day celebrates his eightieth birthday, at the head of the house of which, with Frederick Leypoldt, he was the founder, still active in his work as publisher, editor and author, and still hale and hearty, with every prospect of many years of active, healthful and prosperous life before him. There have been not a few men in the publishing trade here, as well as abroad, who have combined with that the calling of authorship, but Mr. Holt has been exceptional in the range and productivity of his achievement in both fields. It was a surprise, indeed, when it was disclosed that two novels published under the shield of anonymity by another house were from his pen. He has been a writer, also, on civics and kindred subjects and his two volumes on "Our Cosmic Relations" are cyclopedic in their treatment of psychic research, in which he takes so keen an interest. The list which he has built up for his pub-

lishing house is exceptionally notable for its work in education, its high scholarship and literary character, and for its popular successes. But those who know him as a member of the Authors' Club, where he is still to be seen as the charming host, know him on still another side, which is the most delightful of all. His associates thruout the entire book-trade field will wish for him a further prolongation of his fruitful years into the ninth decade of an honored life.

To-morrow (Sunday) E. P. Dutton enters upon his ninetieth year, nearly ten years in advance of his veteran junior. From his start in Boston, where he first made his mark with his purchase of the retail business of Ticknor & Fields, he has gone steadily forward, building up under his firm name a publishing organization which is to-day one of the most prolific in its varied and excellent list of any in the country. While he has not kept as active as in earlier years, he is still to be found in his publishing room, from week to week, interested alike in the present and in the past, and his friends hope that he may reach the century mark, toward which he has made such near approach.

The PUBLISHERS' WEEKLY will complement the portrait and sketch of Mr. Holt given in this issue with the latest portrait and a sketch of the life of Mr. Dutton in next week's issue.

JUST as everyone seemed to be willing to agree that there was no particularly new way to advertise a book we come across the story of a book, just a regular stack-it-up-on-your-counter novel by a new writer—which so captured the fancy of a Boston merchant that he ordered a copy to be printed for him in large type two volumes. He had had it read aloud to him but, as his eyes were failing, he wanted it in shape so he could read it again by himself.

Now to print up a special edition like that would mean an expense of several hundred dollars, quite a tidy sum to pay for the chance to reread a good yarn, even for a retired Boston merchant. Such a happening makes such extremely good selling talk in the hands of the advertising writer that it sounded almost too good to be true. But now we have seen the book! "Slippy McGee" in two volumes in the best de luxe style of Plimpton Press, three copies only made,

one to the author who lives in Georgia, one to the Century Co. and one to the reading table of the afore-mentioned Boston merchant.

### Division of Talent

Friend—"How long did it take you to write your new book?"

Author—"I completed it in just twenty-three days—but the ad writer worked six months on the selling campaign for it."

## RECORD OF AMERICAN BOOK PRODUCTION, DECEMBER, 1919\*

INTERNATIONAL CLASSIFICATION	New Publications.		By Origin			
	New Books	New Editions	English and Other Foreign Authors			Total
			American Authors	American Manufacture	Imported	
Philosophy .....	11	3	8	3	3	14
Religion, Theology.....	45	3	39	5	4	48*
Sociology, Economics.....	49	2	41	5	5	51
Mil. & Naval Sci. ....	3	0	3	0	0	3
Law .....	8	4	11	0	1	12
Education .....	19	1	19	1	0	20
Philology .....	9	3	5	3	4	12
Science .....	28	6	30	1	3	34
Applied Science, Engin'g.	48	11	52	0	7	59
Medicine, Hygiene.....	30	3	32	1	0	33
Agriculture .....	10	2	12	0	0	12
Domestic Economy.....	6	0	5	0	1	6
Business .....	14	0	14	0	0	14
Fine Arts.....	7	1	6	0	2	8
Music .....	9	0	8	1	0	9
Games, Amusements.....	3	0	3	0	0	3
General Literature, Essays	29	3	30	2	0	32
Poetry and Drama.....	25	5	25	3	2	30*
Fiction .....	22	10	19	7	6	32
Juvenile Books.....	19	4	18	5	0	23
History .....	51	3	46	4	4	54
Geography, Travel.....	18	0	14	0	4	18
Biography, Genealogy....	19	3	17	0	5	22
General Works, Miscel...	1	0	1	0	0	1
Total.....	483	67	458	41	51	550

\*These figures include pamphlets of which 172 were recorded in December. In December, 1918, 544 new books and 81 new editions were recorded.

## HENRY HOLT—OCTOGENARIAN

*A Notable Figure in the History of Publishing*

On the 3d of January, Henry Holt, author, editor and publisher, reaches his 80th year of age in his 57th year of connection with the book-trade.

In the current number of the *Unpartizan Review* (formerly the *Unpopular Review*) which Mr. Holt has personally edited since its inception in 1914, there is begun a series of articles entitled "Garrulities of an Octogenarian Editor" which should bring to light many interesting views on the last half century of publishing, certain to be valued keenly by those in the book-trade. No American publishing house is so markedly the shadow of a rich and virile personality and no figure in the publishing world so completely represents one's idea of the fine word "publisher."

At seventy Mr. Holt told his chief assistants: "In a few years you'll have to get along without me, and you may as well begin practicing." Yet, despite a slight turning aside for writing and editorship, the publishing activities of the house continue to reflect his directing genius and publishing acumen.

Mr. Holt has said that his first ideas of the publishing business came from words dropped by Daniel C. Gilman, then librarian of Yale, who said in a lecture that if you picked up a book with the Ticknor and Fields imprint the chances were strong that it was a good book. It occurred to him then that publishing seemed the kind of business in which he would like to be.

In 1863, after a brief trial at journalism, he entered the office of Geo. P. Putnam who then had a small publishing business on Broadway near Grand Street, but whose principal occupation at that time was that of Collector of the Port. An illustrated edition of "The Sketch Book" was seen thru the press and editorial work on "The Rebellion Record" carried along, an enterprise that was proving burdensome with the unexpected continuance of the war, and which was soon sold to David Van Nostrand.

Mr. Frederick Leypoldt, founder of PUBLISHERS' WEEKLY, had at this time started a small publishing business in a loft at 646 Broadway and to him Mr. Holt offered for publication a translation of About's "Man With the Broken Ear." While publication was not then arranged a friendly contract was formed which led him to enter this office in 1865 and in January 1866 the firm of Leypoldt and Holt was announced.

Mr. Leypoldt was a born bibliographer and it was at this time that *The Literary Bulletin* was developed (1860) which was the precursor of the PUBLISHERS' WEEKLY. Charles Godfrey Leland's translation of Von Eichendorff's "Memoirs of a Good-for-Nothing" was the first book with their imprint and they also undertook the issue of About's "Man With the Broken Ear" previously declined. The firm did a large business

in the Tauchnitz books for which they had the agency and the translation of Taine added a strong series. It is interesting to note that in 1869 they published Pumpelly's "Across America and Asia" as this writer's "Reminiscences" has been one of the notable books on their recent lists. A list of text-books in European languages was begun which developed into a notable part of the firm's list.

In 1871 the firm name changed to Leypoldt, Holt and Williams, and a year later, Mr. Leypoldt withdrew to devote himself exclusively to the *Literary Bulletin* from which later developed THE PUBLISHERS' WEEKLY and THE LIBRARY JOURNAL; and Mr. Williams retiring shortly after, the publishing name became Henry Holt & Co., which it has remained ever since.

It is worth noting in the record of the firm's early undertakings how soundly the line was built so that many of the titles acquired in early years have remained on the list ever since: Taine's works, the Autobiography and works of John Stuart Mill James' Psychology, Remsen's Chemistry, Symond's Renaissance, Champlin's Cyclopedias.

Planning books into comprehensive and ably edited series has been a particular characteristic of the Holt program and the variety and importance of these series have been notable,— the American Science Series, American Nature Series, Home University Library, Makers of the 19th Century, Writers of the Day, and several important educational series.

There is no one who has figured in book-selling in the last thirty years who does not know the phenomenal record of Holt's in picking a best seller in new and unforeseen directions. Not by bidding for the established name, but by finding a new one with a new field and new vein these successes have been developed. What a list it is! "Three Men in a Boat," "Honorable Peter Sterling," "The Prisoner of Zenda," "The Divine Fire," "The Lightning Conductor," "Martha-by-the-Day," and then those that must be mentioned by author rather than separate title, De Morgan, Romain Rolland, Dorothy Canfield.

In the field of contemporary verse the name of Henry Holt & Co. will appear in the first editions of several authors who will last: Robert Frost, Carl Sandburg, Walter de la Mare, Louis Untermeyer, Margaret Widemer.

Books such as Bergson's "Creative Evolution," James' "Psychology" and "Talks to Teachers" Hazen's Histories, Stevenson's "Home Book of Verse," Atkinson's "Mushrooms" form that substantial background for steady reorders which are the glory of a list and a testimony to the far-sightedness of the house. Children's books too have never been neglected and there are a score of titles with the Holt imprint that appear on every



list of recommended books and every library reorder.

The *Unpopular Review* was begun in 1914, a quarterly of very individual charm and distinction. Until recently all articles were unsigned and the authorship could only be learned when the next number came out. This plan, altho it had many advantages, has now been discontinued and the popularity of the *Review* has perhaps suggested the changing of the name to *Unpartisan Review* which has now been adopted.

Mr. Holt's services to the book-trade as a whole, have always been of signal value and the business standards of the house and its relations to author and to other houses have been noteworthy. In the Authors' Club he has been a leading spirit and one-time president.

Mr. Joseph Vogelius, treasurer, who retired from the company last summer was with the house from its inception and Mr. Edward Bristol, long the head of the Educational Department, and since Mr. Harcourt's withdrawal in July, head of both Trade and Educational Departments, has been with the house from early days. Mr. Roland Holt, son of Mr. Holt was admitted to the firm when it was incorporated in 1903.

Individuality, vigor, vision, and sound methods have made the name of Henry Holt & Co., as valuable a key to the quality of a book as was the name of Ticknor and Fields which attracted Mr. Holt's attention sixty years ago.

### List of the Writings of Henry Holt

CALMIRE—MAN AND NATURE. Macmillan, 1892. Taken over by Houghton. Published anonymously.

Fleuvemont, a rich country seat, just outside New York City, is the home of Muriel Calmire and his uncle. Muriel suffers greatly from undigested and unassimilated information on religious and social conditions. His opinions and conceptions of life are chiefly spoken to his young cousin, Nina Wahring, a healthy, lovable, common-sense girl, full of the desire to understand the impulsive, poetic, unbalanced young reformer. Under her influence he finally passes from Chaos into Kosmos, the two divisions of a very serious novel.

TALKS ON CIVICS. Macmillan, 1901.

TALKS ON TAXATION. Macmillan, 1901.

STURMSEE—MAN AND MAN. Macmillan, 1905.

Taken over by Houghton, published anonymously.

A novel embodying views on the labor question, the woman question, questions of art, literature, education and all questions now before the civilized world. He puts his idea into the mouths of many of the same characters that in Calmire discussed chiefly religion. He holds that all reform and progress must be the outcome of the evolution of the individual which must be helped along in the directions suggested by the special char-

acteristics with which nature has endowed him.

ON THE CIVIC RELATIONS. Houghton, 1907.

"While this book is in one sense a third edition of my talks on civics, it is really in many important differences and additions almost a new work. Among the peculiarities not to speak of the defects, under which the earlier editions labored, was the catechetical form of which I expressed my distrust in the first preface. . . . Notwithstanding the space saved by doing away with question and answer, this edition is more than a hundred and fifty pages longer than the preceding one."—Author's preface to third edition.

ON THE COSMIC RELATIONS. 2 Volumes.

Houghton, 1914.

Companion study to the author's well-known work "On the Civic Relations." Beginning with a sketch of evolution as a basis for a consciousness of the universe beyond our knowledge, the book covers the ground of psychic phenomena and presents the leading guesses as to the possible correlations and implications of these phenomena and the answers they offer to the questions raised.

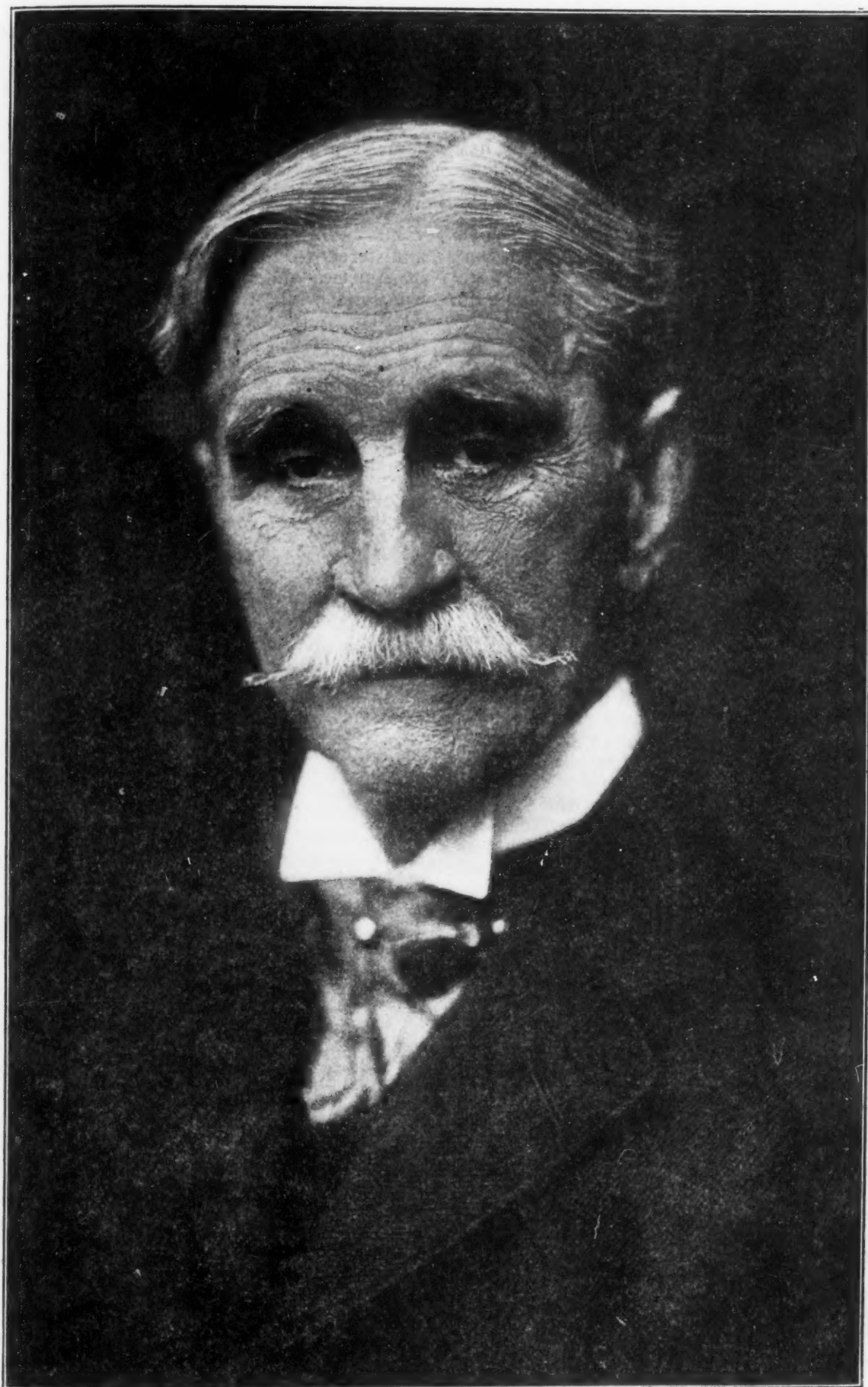
ECONOMIZED COMMERCIAL SPELLING. Holt, 1916.

SIMPLIFIED SPELLING. . *Simplified Spelling Board*, 1916.

### John Payne—Little Known Man of Letters

Who was John Payne? The book-trade knows little of him except that he was a skilled translator, the hero of "The John Payne Society," and a man who persistently refused to bask in the limelight of the "interviewed." Recognized as a true poet by Swinburne, he is best remembered for his translation of the "Arabian Nights"—the first complete one made,—for his verse rendering of Omar Khayyam's quatrains, and his version of Villon's poems. Among his other works was a translation of Boccaccio's "Decameron." His friends numbered Swinburne, Sir Richard Burton, Dante Gabriel Rossetti, Arthur O'Shaughnessy and such French authors as Victor Hugo, Banville and Mallarmé. For twelve years before Payne's death in 1916, a Mr. Wright who was his most intimate friend and companion lost no opportunities to obtain at first hand the facts and opinions, needed for a biography. Payne made him a present of a mms. autobiography and supplied him with valuable material from his letter files. The London firm of Fisher Unwin will issue this life of John Payne by Mr. Wright almost immediately.

WITH John Drinkwater's play "Abraham Lincoln" scheduled for a long run on the New York stage and Irving Bacheller's new novel "A Man for the Ages," a Bobbs-Merrill leader among books of the month, memories of Lincoln are certain to grow ever nearer and dearer as the winter passes.



HENRY HOLT—PUBLISHER, AUTHOR, EDITOR—NOW IN HIS 81ST YEAR



## GETTING UNDERWAY FOR A NEW YEAR

*By H. J. Simonson, Jr., Mgr. of the Book Department of the "Magazine of Wall Street"*

There has always been a difficulty in the book-trade in getting away with a flying start for the new year with a big January. In my opinion, the first reason for this has been the difficulty of cleaning out old stock and taking inventory. This, however, should be accomplished by the middle of January. Another reason why January has been a poor month has been the fact that most publishers bring out few, if any, new books. There is no question but that new publications do add a certain impetus to a bookseller's general sales.

Publishers and booksellers have a large quantity of really worth while interesting books on their list that have a certain permanency of value. This is especially true in the field of poetry, history and biography, travel, current events and business books. There should be greater evidence of truth of this in the world of literary fiction.

My idea for a mid-winter book season, therefore, would be to divide the last half of January and the entire month of February into weeks, somewhat as follows:

Beginning Monday, January 19th to 24th might be featured under the title MID-WINTER BOOK SEASON—WEEK OF BEST FICTION. During this week booksellers and publishers alike could feature the best fiction on their lists. This means not only the books published in the past few months, but harking back a period of a number of years. The life of the average novel is entirely too short and if each year we had one week set aside for the promoting of interests and sales for the best fiction obtainable I feel that it would be well worth while.

The week of January 26th to January 31st, still under the heading of the Mid-winter book season, could be known as the WEEK OF CURRENT EVENTS AND PROBLEMS.

The week of February 2d to 7th, WEEK OF BEST HISTORY AND TRAVEL.

Week of February 9th to 14th, WEEK OF BEST BIOGRAPHY, with an emphasis on Lincoln.

Week of February 16th to 21st, WEEK OF BEST POETRY AND BELLES-LETTRES.

Week of February 23d to 28th, WEEK OF BEST BUSINESS BOOKS AND PRACTICAL BOOKS FOR EVERYBODY.

In the children's department, February would be AMERICA MONTH, with emphasis on American History and Biography for the younger generation.

The value of the Mid-Winter Book season and the weeks of fiction, poetry, history, etc., lies in its results, both immediate and cumulative. Therefore, I feel that beside the general magazine articles, newspaper publicity, the efforts of the Library Association, the general circulation of booksellers, window and department displays, there should be some

special effort made of considerable magnitude.

For instance, why can't the nation be organized into a big book drive? Surely the advantage obtained from the knowledge of books to a peaceful nation is great enough to convince an intelligent public of their value. While the American Red Cross administered to the sufferings of the soldiers of America and other nations in the recent war, and while the Y. M. C. A. furnished amusement to our men overseas and in this country, and while the War Camp Community Service rendered great services to our men, which they are planning to carry on,—while all these organizations have contributed to their utmost in the recent world conflict, I ask why should not we have a book organization for the distribution of knowledge and advice? We could also render a great service not only to the men who have fought, but to those who have stayed at home and to the coming generation.

Perhaps my ideas in this regard are a little idealistic, but nevertheless, the nation is now alive to the possibilities of big things. There is an organization in every city and town in the United States that has handled the recent war drives. This organization is usually comprised of many of the best men of the community. Why can't we enlist the aid of these men in seeking the distribution of the proper literature?

To speak more definitely as to the inauguration of such a movement, I would suggest that the leading American publishers be interviewed in this regard and that they secure the attention of the captains of industry and the leaders of thought and action in the business and professional worlds. That this can be easily accomplished has been recently demonstrated to me in an educational project that I am now fostering; within one week it has been possible for us to obtain the approval of our plan from many men whose names loom large in world affairs and "big business." With these men behind such a project, the leaders of thought and action in their cities may also be obtained and thus the project would take some definite form and would ultimately lead to one of the biggest movements that has ever been undertaken in the book world.

We have had many book drives within the past few years, and I presume they have all been successful within moderate scope, but never have they reached the vast number of people that a nation-wide campaign such as this would.

Students in the St. Louis Library School served as assistant salesmen in the Doubleday, Page Arcade Bookshop for the days just preceding Christmas.



## MODERN DEVELOPMENTS IN RETAILING\*

By Paul G. Ivey, Associate Professor of Economics and Commerce, University of Nebraska

This article begins an important series of lessons on retail salesmanship which will be continued bi-weekly thru the spring. Prof. Ivey's introduction to the course was published in the Fall Announcement Number, September 27th, but the series was postponed on account of the strike. With the permission of Prof. Ivey, the illustrative anecdotes in the lessons have been specially adapted to the book business by the editor of Publishers' Weekly.

### Knowing the Goods

The present revolution in retailing is the substitution of experts for inept experts behind the counter. Specialization, spoken of in a previous article, is of little value to society unless expertness results wherever it is practiced. If salespeople are inept, society has lost because of the opportunity that has not been utilized.

Not only because of the opportunity offered for specialization should salespeople be experts. Another reason is the ever increasing complexity of the merchandise. Not long ago it was possible for the customer to be an expert buyer and hence there was no great necessity to have expert sellers. With the great increase in the variety of merchandise made, the possibility of a customer knowing what is what is fast disappearing. Many examples to illustrate this fact could be given. More and more the average customer is seeking out those stores where he can trust the salespeople to *know* what they are selling. It is to prevent dissatisfaction that expertness in selling is advocated.

#### THE SALESMAN AS ADVISER

Not only do changing conditions make it imperative that the salesperson become an expert in the field, but they likewise make it necessary for the salesperson to be an *adviser*. The stores that can give expert advice are the stores that will have a big following in the future. As an example of the need for this service is a case called to the attention of the writer a short time ago in a men's furnishings store. The salesperson tactfully explained to a well dressed young man the correct way to tie a fore-in-hand tie. He likewise explained how to match ties with shirts and shirts with suits. The advice was given in such a clever way that the customer was delighted with his purchase because he knew *why* it was sold him, while his respect for the store was distinctly heightened. Willingness to advise should never exist without ability to advise, as is indicated by the case of the inept salesperson who offered a gossip travel book for a tourist's hand book. If expert advice had been given to customers,

many of the unread books now on the library tables would have found their homes elsewhere. The study of the particular characteristics of books will not only yield big returns to the salespersons making it, but will yield a pleasure of accomplishment, the value of which cannot be accurately measured in terms of money.

#### KNOWLEDGE TAKES AWAY DRUDGERY

The first step towards becoming an expert in any retail selling is knowledge of the goods. This knowledge is necessary for four reasons, the chief of which has for the most part been overlooked in the books on retail salesmanship and in retail store educational work. It is a purely selfish reason, which fact may be in its favor, since most of our actions are based on selfish motives. The first reason why a salesperson should know all about the goods is, because such knowledge *takes the drudgery out of work*. So long as work is irksome and monotonous little progress can be made. The most successful in any field of endeavor are those who have the ability to make their work play; those who see the significance of their work in present day industry; salespeople who love their goods because they know their history and the difficulties experienced in getting them before the public. *To know about anything worth while is to become enthusiastic about it*. Enthusiasm is the white heat of conviction and without it the customer cannot be convinced. Selling without enthusiasm is selling under a handicap. Yet this invaluable quality of salesmanship can only be secured thru knowing all about the goods handled.

No one ever became enthusiastic about something regarding which he or she knew little or nothing. Is the reader enthusiastic about Italy? He certainly is not unless he has read of its wonderful accomplishments and achievements. To what extent is one enthusiastic about Theodore Roosevelt? Only to the degree that one knows him from reading his books or reading about him. The reading of his biography would make most people enthusiastic for this typical American. Does one's heart beat a little faster when the Stars and Stripes are unfurled? Not unless it is known for what this emblem stands and to what victories it has led our troops. One who has read United States history usually has a much more intense interest in the United States.

Not only does what has been said apply to countries and men, but it applies equally to merchandise offered for sale. Are salespeople vitally interested in the books that they are handling every day? They are interested only to the extent of their knowledge. To know how paper was first produced by the Chinese; how papyrus was made in Egypt; how the Roman alphabet developed; when printing

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was invented; who invented the paper-making machine. To know all this fascinating history and much more, is to create a foundation for interest in what one is selling that will later develop into enthusiasm and become the background of a convincing salestalk.

The salesperson who sells anything, no matter what it is, and does not know its history, is overlooking one of the most vital elements in creating enthusiasm over what he is daily handling; and such ignorance is preventing him from becoming an expert in his line.

Everything connected with book-making has a history. Paper, ink, type, leather, color printing, binding, all have a story connected with them. Not to know this story is to be an isolated link in the chain of the productive process. But, on the other hand, to see the past of an article is often the only clear way to comprehend its present and future. At any rate, enthusiasm can only flourish in the soil of knowledge, and the history of any article is a certain kind of knowledge.

Often knowledge of the history of book-making discloses a *sentimental value* which, if communicated to the customer, enhances the real value of the volume. For instance, the format of a Kelmscott book is the expression of deep feeling for the Gothic on the part of Morris. To know the nature of this sentiment is to see something in the book that otherwise would remain unknown. It is a *different* book after its make-up has been explained and hence it is more valuable. If the book is *made* more valuable, customers will more readily buy and be willing to pay the price.

#### KNOWLEDGE CREATES CONFIDENCE

The second reason for the necessity of knowing all about the books sold is, that such knowledge creates *self-confidence* which in turn is transmitted to the customer and reflected in the latter's confidence in the salesperson and their merchandise. All business relationships are based on confidence, and anything that tends to build up this invaluable asset should be encouraged and developed.

Knowledge necessary to attain this result does not include merely the author and publisher of books, but also the special characteristics of the author and his book, its readability, limitations, reputation, etc. With all this information in the background of one's mind, a certain confidence in one's ability to sell is secured that instantly is injected in the salesperson's attitude and is recognized by customers.

On asking a Bible salesperson why he didn't know about the leather of their bindings, he replied, "What's the use? Nobody ever asks those questions anyway." Unfortunately this attitude among salespeople is only too common. They seem to think that because no one asks for this knowledge there is no use acquiring it. It would be just as sensible to say, "What is the value of being well bred? No one ever asks me whether I am or not." The point is that people know whether or not

people are well bred without asking them, and for the same reason they know whether salespeople know all about their goods or whether a few superficial facts constitute their entire knowledge. And why do people know? Because they can see. Salespeople with a wide knowledge of books acts differently and look differently from those with a superficial knowledge. Knowing about anything reacts in a subtle way on the personality and leaves its impress. No doubt the reader has sometimes *felt* while buying that a certain salesperson could answer any question that might be asked. Perhaps you did not ask more than one or two questions and perhaps much knowledge was not volunteered because it was felt that you did not desire it; but the point to be noted is, you had confidence in the salesperson and admired him or her for it.

Telling all that one knows about the goods is not salesmanship. *Salesmanship* is telling *what the customer wants to know*. Anything more than this is superfluous. The salesperson may say, "How can one tell when the customer has secured all he wants to know?" The answer is, by watching him closely for signs of uneasiness. So long as a customer is interested he shows it and when he is not, such fact is equally evident. It should be remembered that many a sale has been lost because of too much talk. How to regulate the length of one's salestalk to meet the individual peculiarities of different customers is taken up more fully in a later lesson.

The third reason why a salesperson should know as much as possible about the goods is, because the more knowledge possessed, the easier it is *to give information* if it is called for. Many an embarrassing situation never would have occurred if the salesperson had known the stock, while ill-will toward the store has often resulted from inability to explain the "why" of the merchandise. Recently a woman came into a store and picked up a pocket volume. "Is this leather binding?" she asked. "I think it is," replied the salesperson. "Don't you know?" inquired the customer, irritably. The salesperson had to confess her ignorance, whereupon the customer passed along. This one instance of inefficiency and incapacity to sell service as well as goods, lost this store three customers; this lady and two of her friends.

Hundreds of cases could be instanced where dissatisfied customers have been made for stores by salespeople ignorant of the goods they were selling. Suffice it to give an instance or two in addition to the one already given. A customer was looking at two dictionaries; one was \$1.00 the other \$1.50. They looked so much alike that the customer was at a loss to know the reason for the difference in price, and since the salesperson did not volunteer this information the customer inquired, "Why is one higher than the other?" The salesperson did some intensive thinking for a few seconds, while resting first on one foot, then on the other. Finally, her face lit



up as her mind conjured a reason, and she answered, "I guess it is because they are marked that way." Perhaps most customers should have been satisfied with such a logical and comprehensive answer but this customer was not. She lost confidence in the store and even went so far as to tell her friends that this store was dishonest; that it was selling the same article at two different prices. The loss to this store resulting from the ignorance of the salesperson would easily have paid for a liberal course of instruction in salesmanship for the entire store force.

The writer had an experience similar to the one just noted, when he asked a dealer why the type of a certain thin paper volume was much clearer than that of another one. The retailer replied, "That volume *ought* to be better: it's higher priced." He didn't tell why the type showed up better. He might have said something about different qualities of thin paper, but he apparently didn't realize that all important fact.

The last two instances brings us to an important principle in selling. *It is easier to sell a high priced article if a reason is given for the price, than it is to sell a low priced article if no reason for the price is given.* Many cases could be given to substantiate this principle. People are willing to pay higher prices if they know that they are getting greater value. Thus, if the salesperson selling dictionaries had explained that the editorial work in the higher priced volume was of much more authoritative character very few people would have hesitated to buy the higher priced book. But without a *reason*, people prefer not to pay the higher prices.

There is an opportunity to-day in most stores not only to sell more goods to each person, and to secure more customers, but to sell higher priced goods to the present clientele. A larger *volume* of sales is as desirable from the store's standpoint as a greater *number* of sales; while from the standpoint of the customer greater satisfaction usually results from the purchase of the best merchandise.

That this is true becomes apparent after a little reflection. During the sale the price looms large and a high grade of salesmanship is required to minimize its importance and make prominent the desirability. But unless this is done immediate peace of mind is purchased at the expense of future satisfactions. After the book is bought and in the library, the price paid loses its significance and the quality is remembered. If the book is satisfactory in every way, the customer is pleased; and the price is forgotten. But if books do not prove satisfactory, they are thrown aside and the store that sold them criticised; and in this case also the price is a matter of the past and does not figure to any extent in tempering the criticism. In other words, if a book satisfies a customer completely he will not reason that it is doing no more than it should do, be-

cause a high price was paid for it. He will praise the store for giving him the right thing. On the other hand, if a book does not come up to expectations, the customer will not realize that the price paid was low. He will condemn it anyway and hold ill-will toward the store that sold it. Present satisfactions are more vivid than the former feeling of reluctance to pay a high price, while present dissatisfaction more than outweighs any peace of mind that may have been secured previously on account of the formidable appearance of the price factor. Lasting satisfaction should be sold; not merely immediate composure.

To be able to answer questions promptly, concisely and yet thoroly, results from knowing about the goods. Not more than one customer in ten or perhaps not more than one in fifty will ask impossible questions, but the time spent in acquiring knowledge is indeed well spent if it enables adequate and satisfying answers to be given to those who do call for them. For it must always be remembered that it is usually not only one customer that is driven away when dissatisfaction with the salesperson's service arises, but often many. There is no end to the harm that may result from the lack of a horseshoe nail.

#### KNOWLEDGE PROVIDES SALES TALKS

The fourth reason for the need of intimate stock knowledge is to *provide material for the sales talk* and especially to insure "clinchers" for the closing of the sale. In observing retail selling the writer has often seen the salesperson tell the price and then lean back waiting for the customer to form a buying judgment. Price is always brought to the front when selling points are lacking.

If the workings of the human mind were understood much of the present laxity would disappear. The human mind must be led thru four distinct stages before any sale can be made: The *attention* of the customer must be secured, his *interest* aroused, a *desire* for the article created, and finally, these three must be crystallized into *resolve*—decision to buy. When a book is first shown it cannot be said that more than the attention of the customer has been secured. His mind cannot pass thru the remaining stages unless it is *led* and *directed* thru them. Merely stating the price is certainly doing no more than to arouse some interest in the article. To create desire and secure resolve to buy requires *selling talk*, carefully worked out, unobtrusive and cumulative in its effect. Without this the store employee cannot be accurately called a salesperson but an "order-taker." He has taken an order for a book which the customer sorely desired, but he has not *sold* it. Order-takers are relatively common and therefore command only low wages, while salespeople (i.e., those who really help people in their purchases because of information given) are scarce and therefore are extremely valuable.

Lack of knowledge is often evidenced by the excessive use of certain terms such as



"thrilling," "corker," "great," "fine," or by the use of superlatives. Usually these are thrown at the buyer of fiction. Because of their commonplace character and lack of definiteness they make no impression on the customer, unless it be an unfavorable one. Most store managers are seeking out all sorts of ways of making their stores distinctive, yet strange to say they permit the use of sales language that has unfortunately become universal in its usage and meaningless in its application.

The use of such terms or superlatives not only indicates lack of definite information about the books, but it also denotes lack of a vocabulary. Where this is the case, a study of the dictionary will produce remarkable results. Equivalents of common terms will be found intelligible and practical. The distinction and freshness of the salesperson's language will immediately attract the customer's attention and convey correctly and forcefully the ideas which they represent. A great opportunity for increasing selling efficiency lies in improving the vocabulary of the sales talk and discarding dead words that have long since ceased to convey ideas. To allow these formerly useful, but now out-of-date conveyances of idea to persist, is as ridiculous as to ride in ox carts instead of in automobiles. Information is of little value unless it can be transmitted vigorously and intelligibly to the customer. Usually a broad knowledge of the books will provide the vocabulary needed for an effective selling talk.

A final reason why the goods should be described intelligently (and thoroly, unless the customer shows impatience) is because *people are not likely to note by themselves all the merits of what they look at.* The customer often overlooks the important elements of merit that the salesperson takes for granted. A decision is made *independently* of the salesperson when it should have been tempered by the information he could have supplied.

The writer has watched a salesperson try to sell a new atlas. The atlas was described as being "good," and as being greatly "in demand." It seemed superfluous to the salesperson to go further. The customer hesitated for some time, turning the maps and glancing at the title page, and finally left the store with the statement, "I guess I'll see about this later."

The salesperson when asked why he didn't tell more about the book, laughed and said, "What's the use of telling him what anybody with half an eye can see." My reply that many customers only had "quarter eyes," apparently did not reach him.

Because of this incident the writer has especially observed hundreds of sales. In only isolated cases have the salespeople realized the principle that people can't always take in all characteristics of what lies before them. Title pages and jackets are supposed to speak for themselves. Unfortunately for many salespersons they sometimes fail to do

this. The customer sees something of the book's features and lets other features of prime importance go unobserved.

The mail order houses realize this principle and describe carefully even the smaller and more insignificant items of a series. The mail-order houses of necessity describe their goods so people can see them; but isn't it just as necessary for the retailers to be certain that the customer *sees* the features that they are anxious should be seen? Salespersons can never be *certain* that the article they are attempting to sell is really seen as they want it to be seen, without working out descriptions that will call the customer's attention to the things most desirable to be noticed. There is no limit to the possibilities in this direction.

### A Record of Best Sellers

The following books are listed as best sellers by Herbert S. Browne Co. in the January issue of *Books of the Month*, from special reports received from 51 booksellers in 43 representative cities of the United States:

#### TEN BEST-SELLING FICTION

1. The Re-Creation of Brian Kent, by Harold Bell Wright. *Book Supply.*
2. The Lamp in the Desert, by Ethel M. Dell. *Putnam.*
3. The Young Visitors, by Daisy Ashford. *Doran.*
4. The River's End, by James Oliver Curwood. *Cosmopolitan.*
5. Dangerous Days, by Mary Roberts Rinehart. *Doran.*
6. The Branding Iron, by Katherine Newlin Burt. *Houghton.*
7. Mare Nostrum, by Blasco Ibáñez. *Dutton.*
8. Sisters, by Kathleen Norris. *Doubleday.*
9. The Four Horsemen of the Apocalypse, by Blasco Ibáñez. *Dutton.*
10. The Builders, by Ellen Glasgow. *Doubleday.*

#### SIX BEST-SELLING GENERAL BOOKS

1. Roosevelt's Letters to His Children, ed. by Joseph Bucklin Bishop. *Scribner.*
2. Life of Theodore Roosevelt, by William Roscoe Thayer. *Houghton.*
3. The Years Between, by Rudyard Kipling. *Doubleday.*
4. The Abolishing of Death, by Basil King. *Cosmopolitan.*
5. A Labrador Doctor, by Dr. Wilfred Grenfell. *Houghton.*
6. Belgium, by Brand Whitlock. *Appleton.*

### The Atlantic's Bookshelf

The *Atlantic's* "bookshelf" for January is stocked with the following meritorious volumes:

Portraits of American Women, by Gamaliel Bradford. *Houghton.*  
Mr. Punch's History of the Great War. *Stokes.*

## Copyright Amendment Signed

The bill to cover the emergencies in the international copyright situation created by the war and its delayed transportation was signed by the President on Dec. 29th. This bill was given in full in the PUBLISHERS' WEEKLY of December 13th.

The British Foreign Office has undertaken to confer on American works in England the same protection that this bill grants to English authors.

## To Prevent the Printing of Radical Literature

"Sedition" as defined by Webster consists in exciting discontent against the government or of resistance to law. There is much that might fall inside of that definition from an editorial in a radical weekly to a pronouncement by the governor of a "wet" state.

A fuller legal definition is now offered in a bill introduced before the House by Congressman Davey. Its provisions might well cause danger to a free press and liberal publishing in America. Section 2 reads:

"Promoting Sedition. Whoever makes, displays, writes, or circulates, or knowingly aids or abets the making, displaying, writing, printing, or circulating of any sign, word, speech, picture, design, argument, or teaching which advises, advocates, teaches, or justifies any act of sedition as hereinbefore defined, or organizes or assists, or joins in the organizations of, or becomes or remains a member of, or affiliated with, any society or organization, whether the same be formally organized or not, which has for its object, in whole or in part, the advising, advocating, teaching, or justifying of any act of sedition as hereinbefore defined, or the inciting of sedition as hereinbefore defined, shall be deemed guilty of promoting sedition and, upon conviction therefor, shall be punished by a fine not exceeding \$10,000, or by imprisonment of not exceeding ten years, or by both such fine and imprisonment, in the discretion of the court."

## Poetry Prizes of the Lyric Society

David Morton of Morristown, N. J., has been awarded a prize of \$500 by the Lyric Society of New York for one of the best of three poems submitted to the society in manuscript. Three prizes were offered by the Lyric Society, the others being won by Edward Arlington Robinson for a book entitled "Launcelot" and Clement Wood, whose book was called "Jehovah." Mr. Morton's book was "Ships in Harbor and Other Poems."

It is the second time in six months that Mr. Morton has won a prize with his poetry, the annual prize of the Poetry Society of America having been awarded to him last summer for "Wooden Ships," published in the *Bookman* for April, 1919.

## Some New Year Changes in the Publishing Houses

L. B. Westbrook formerly with the Dodge Publishing Co. will travel for Cupples & Leon Co.

George Edmund Platt has resigned from Hurst & Co., Inc., and the Platt & Nourse Co.

George J. Lea, for many years with the Western Book & Stationery Co., has joined the staff of travelers of the Reilly & Lee Co.

George Leonard Sully, who represented Henry Altamus Co. prior to the war, has returned from France and is now with George Sully & Co. to cover important territory.

J. C. T. Baldwin has been elected Treasurer and Edwin C. Whittemore becomes Advertising Manager of the Marshall Jones Co., Boston.

Elliot Holt, after nearly three years in the army, is now on the traveling staff of Henry Holt & Co.

Mark A. DeW. Howe has assumed editorial charge of the book publications of the Atlantic Monthly Press, Boston.

Leon Walker succeeds H. C. Edds on the staff of Doubleday, Page & Co.'s travelers.

John J. Dixon, formerly of the *Dry Goods Economist*, has been elected Treasurer of the Associated Blue Book Publications, succeeding Francis B. Barnett, resigned.

The Presbyterian Board of Publication will open up a depository at Atlanta, Ga., on February 1st. This will make their seventh branch office in the United States.

Rupert S. Holland, Harvard 1900, author of several well-known novels, has become literary adviser to George W. Jacobs & Co.

J. J. Smith is the newest recruit on the Doubleday, Page staff of salesmen. He will cover the small towns east and west.

Frank A. Coombs ended his connection with Frederick A. Stokes Co. on January first. He has received from the Stokes Co. such financial evidence of their high regard for his long and efficient services as will enable him to take up traveling as a free lance. He has already arranged to carry the lines of Brentano's; The James A. McCann Co.; The Macaulay Co.; Marshall Jones & Co., Stewart & Kidd, and The Yale University Press.

C. H. Smith has succeeded George M. O'Neil as manager of the Reynolds Publishing Co.

## Holidays Delay Dictionary-makers

Christmas Day and New Year's Day will set the French Academy back two weeks in their work of revising the French dictionary, which according to best estimates will be completed between the years 2020 and 2025. The present revision began in 1878 and has now reached the letter F.

The two holidays this year happen to fall on Thursday, the only day of the week on which the Forty Immortals assemble.



### Author Gossip

FLETA CAMPBELL SPRINGER, author of "Gregg," has taken to new paths and written a farce "Where's Your Wife?" which has been playing at the Punch and Judy Theater in New York.

THE Hartford home of Mark Twain, where "Tom Sawyer" and "Huckleberry Finn" were written, was sold recently by R. M. Bissell, President of the Hartford Fire Insurance Co. to J. J. and I. Ahern of that city.

CAPTAIN BRUCE BAIRNSFATHER, author of "The Better 'Ole," is coming to the United States to cheer us up a bit and will appear in Carnegie Hall on Friday evening, January 16th, in a talk about "Old Bill and Me," which will be illustrated with original Bairnsfather sketches.

SAX ROHMER, the creator of "Dr. Fu Manchu," has arrived in the United States to attend rehearsals of a play which Willard Mack has made out of the leading episodes in the unscrupulous career of the famous Chinese villain. The piece has not yet been named, but it will probably be called "Dr. Fu Manchu" and is to be produced in New York.

AUTHORS, like poets, may have dream-houses and long for "castles in the air." At least Dr. Cyrus Townsend Brady seems to have such aspirations, for he has bought some land up on W. 246th St. and has arranged with Aymar Embury, the architect, to design and build for him there the house which Mr. Embury described in a recent issue of *Country Life in America* under the title of "My Dream House."

SIEGFRIED SASOON, one of the most promising of the younger English poets, is coming to the United States in February to give a series of readings from his published and unpublished works. Knowledge of Mr. Sassoon's work was extended among us by the visit here last spring of his friend, Robert Nichols, another of the younger group in England, who read from the Sassoon books before audiences in several Eastern cities.

A. WASHINGTON PEZET, who wrote the novel, "Aristokia," which the Century Co. published last summer, is the son of an Ambassador to the United States, Frederico A. Pezet, who lately arrived in Washington. Young Pezet was educated in the United States, in the public schools of Washington, the Massachusetts Institute of Technology, and Harvard University, where he specialized in dramatics. He is prevented by his father's diplomatic position from becoming an American citizen, as he would like to do, but in all other respects he considers himself a good American.

### A Good List of Books on China

We have Edmund Lester Pearson, Editor of Publications of the New York Public Library to thank for this list of books on China which appeared in the *Review*. As Mr. Pearson says, the daily newspapers and weekly periodicals are the best sources for definite current information and the printed book, even of 1919 imprint, often can only be read to get a background for the news of the morning. But in any event, whether the books on the list serve to give a setting or help to make the news intelligible by showing what a different turn events have taken since the books were published, they will prove valuable and helpful to those people interested in the progressive development of the East.

- "China and the World War," by W. R. Wheeler. *Macmillan.*
- "Foreign Financial Control in China," by T. W. Overlach. *Macmillan.*
- "A History of China," by S. Wells Williams. *Scribner.*
- "A Sketch of Chinese History," by F. L. Hawks Pott. *Kelly & Walsh.*
- "The Development of China," by K. S. Latourette. *Houghton.*
- "Village Life in China," by Arthur H. Smith. *Revell.*
- "China and the Chinese," by H. A. Giles. *Columbia U. P.*
- "China in Law and Commerce," by T. R. Jernigan. *Macmillan.*
- "The Changing Chinese," by E. A. Ross. *Century.*
- "Intellectual and Political Currents in the Far East," by P. S. Reinsch. *Houghton.*
- "Contemporary Politics in the Far East," by S. K. Hornbeck. *Appleton.*
- "China under the Empress Dowager," by J. O. P. Bland and E. Backhouse. *Lippincott*

### Let's Hear from an American Prodigy

"Another infant prodigy," says the London *Daily Mirror*, "has made her appearance. It is only a few months since we started to chuckle at Daisy Ashford's amusing story, 'The Young Visitors.' Now Miss Ashford's younger sister, Angi, comes along with 'The Jellus Governess.'

"The story, written when the author was eight, tells how a governess, jealous of her mistress's baby, determines to have a baby of her own. But when the doctor supplies one—in a packing case—she concludes that it is too ugly and throws it away, after having murdered it!

"She then abducts the baby of her mistress, who dies of grief. The baby—now a boy of ten—arrives some years later at his father's house. 'Father, do you not know me?' he cries, and parent and child fall into each other's arms."



## Present Cost of Bookselling in England

*A London Publisher Says Manufacturing Expense is Nearly Double*

A letter to the *London Daily Mail* early in December gives a table of present printing costs on a novel that it is interesting to compare with American conditions. Printing prices have just increased 10 per cent in London and the men are now getting about \$3.50 per day, or half the New York figure.

We publishers cannot be numbered among the war profiteers. It is true that the price of books has gone up, but the extra price charged to the public is by no means commensurate with the increased cost of production.

Nor do things look like improving from the publishers' point of view. The price of paper has come down slightly from the high war rates, but is rising again, and there have been enormous increases in the cost of printing. There is no chance of any reduction in these, and they are likely to go still higher. In the past twelve months there have been three rises in the wages paid to printers.

Publishers in a big way can still make profits by employing more capital and increasing their turnovers. But the small publisher finds it very hard to keep going.

The man who is hardest hit by the present conditions is the new author. It is very difficult for him to find a publisher willing to undertake the risk of publication. The big firms, with their long lists of popular favorites sure of a market, are not ready to take him on; the small firms on the look-out for works of promise find it impossible to do so.

"I never publish a novel nowadays," said a well-known publisher, "unless I can print a first edition of 5000 copies with a good chance of selling them."

Now in the old days it was customary, in the case of a new and unknown author, to print a first edition of 1000 copies. If the publisher sold 500 or 600, he could get out without loss. A publisher could, therefore, afford to take on the chance of a new author without serious risk. Numbers of novels were produced whose circulation never reached more than 300 or 400.

Now an edition of 2000 copies will hardly pay the publisher. Here are, roughly, the figures of cost to-day for an edition of 2000 copies, as compared with pre-war days, for an ordinary six-shilling novel of some 320 pages:

	To-day.		Pre-war price.	
Composition .....	60	0 0	20	0 0
Printing .....	25	0 0	12	10 0
Paper .....	46	0 0	16	0 0
Binding (at 9d. per copy) ..	75	0 0	33	0 0
Colored jacket or wrapper ..	25	0 0	33	0 0
Author's royalty .....	90	0 0	90	0 0
	£321 0 0		£182 10 0	

To these costs have to be added expenses of advertising and travelers' commission, which add at least another 430.

Supposing the publisher sells 1800 out of the 2000 copies printed. For the 1800 he will

get 4s a copy, which will bring him 4360. So at the best he will make about 49 as profit, and out of this he must pay establishment expenses.

It is a poor outlook for the new author.

How then do publishers make profits?

They make them on the 6s., or as they are now 7s. novels that run into big numbers, and they make still more on the cheap popular editions which run into many thousands. On these editions, sold before the war at 7d. or 1s and now sold at 1s. 6d. or 1s. 9d. the publishers can be sure of a profit of at least 2d. a copy, and when, as in the case of the big firms, they bring out a large number a year, running into hundreds of thousands of copies, they can still keep going. But the short run and the small sellers are of no use now.

## British Book-Trade News

*From our London Correspondent*

Binders wages are at present £3.15 for a week of forty-eight hours. It is expected that in the near future a further rise of 10 per cent will come into operation.

Another increase has been given to printers, which has forced the printing houses to advance their prices again to the extent of 10 per cent, with the exception of those for moulding, stereotyping and electrotyping. This increase applies to orders in process. An immediate further increase of 1/6 is to be granted, making 7/6 since November 15. As a matter of fact the demand, at least in London, is for an additional 15/ per week. No agreement has been arrived at between the London Master Printers' Association and the London trade unions. The demand for advances on the part of the men is coming from all parts of the British Isles. The situation is fraught with great difficulties and the result is bound to send up the prices of books and magazines.

The holiday trade opened well, with a galaxy of beautiful books on the counters of the booksellers and a brisk demand for the same.

Bookselling in Switzerland is booming. Judging from reports, the booksellers there are alive to the possibilities of the future. French booksellers are opening up stores and acquiring businesses in the various large towns. They are all anxious to know of the latest American and British books.

Plans are in a most satisfactory condition for securing the return of the British exhibits shown at the Leipsic Exhibition in 1914. It is, of course, common knowledge that the books and other things sent over from England had been carefully stored away, and it is hoped that all of the items—many of them of great value—have come to no harm.

A most interesting event in London recently was the opening of a branch of that famous Dutch firm, Gyldendalske Boghandel, of Copenhagen. It is the intention to publish translations of their Danish publications.

## IN THE FIELD OF THE RETAILER

### *A New Outlet for Books*

#### *A Successful Development of Bookselling in the Theatre Lobby*

The effort of every merchant is to get near to a passing current of people from whose number will be drawn the purchasers to make up his business. Rents on principal streets soar, because the frontage there makes it more possible to tap this current, and the small shops on side streets look for the location to which people can easily get, even tho they do not pass there in the usual day's business. The methods used in placing chain stores and in estimating the value of small stands for fruit, candy or cigars are all of interest to the retailer, showing different methods of finding where purchasers are and what percentage of them will be interested.

The question often comes up as to whether in places where people are passing rapidly or are in condensed groups intent upon other matters they are too preoccupied to put their attention easily on merchandise that may be displayed. Booksellers have often wondered whether the groups that gather so continuously in the theaters could be interested in buying books, not only books about the play itself, but general literature, and several experiments have been made in this line.

There is no doubt that the people attending the average two dollar performance in a large city are the type that can afford and would appreciate books. The question is whether in the slight time before the going up of the curtain and in the two intermissions there would be opportunity to interest people in books in sufficient quantity to pay for the trouble of installing the stock. A very carefully planned effort in this direction has this fall been made by Mr. Walter Blumoff, a Columbia graduate and former worker at the Washington Square bookshop of Egbert Ahrens.

Mr. Blumoff obtained permission to start a book stall in the Greenwich Village Theater, which has been playing to good audiences steadily, and in this stall he has placed not a slight exhibit of a few books but a stock of over a thousand volumes of widely varied interest, not only drama and poetry but current events and fiction. The principal test of the possibilities of this has been during the weeks in which "The Lost Leader" has been running, a play which has attracted wide attention and brought together a most intelligent audience. As the play is based on the story of O'Connell, there has been naturally a special opportunity to sell books on Irish history and affairs, which has influenced the character of the stock.

Mr. Blumoff has found the sales very satisfactory, in spite of the limited time to do business. On many occasions he has urged people to take a book with them to their seat to glance over during the next intermission

and has found them purchasing at the end of the performance. One newcomer became so interested in the stock and Mr. Blumoff's apparent knowledge of the field of modern drama that he asked him to collect for him over five hundred dollars worth of this material in a certain field. Besides this, there are many orders taken to be delivered at later dates. The results so far have been interesting and indicate that with very careful and intelligent nurturing the idea might be carried further under the proper auspices and in theaters selected with discrimination. It will be seen, too, that this type of selling can be carried on by someone otherwise occupied during the day, and Mr. Blumoff, himself, is occupied as instructor at Columbia at other hours.

### *One Week Courses in Retailing Problems*

Notable advances in increasing the practicability and usability of retail service helps have been made in the last year. Interest in the subject has reached even to the point where various state universities are introducing merchants' short courses for the winter months. A study of some of the tentative programs which these universities are planning to give, shows, according to *Printers' Ink*, a decided inclination to have the work consist of something to do rather than something to talk about. Some schools of commerce in connection with well known institutions of learning have made great progress, both in the training of students for future commercial careers and in the instruction of retailers in these so-called short courses.

That the commerce school of a state university ought to be at the disposal of retailers for the solving of their every day problems was given official recognition recently by the legislature of Kansas which appropriated one thousand dollars to carry on a week's short course for retailers at the State university.

Some prominent men will be at the University of Kansas that week to tell the retailers some things that will prove valuable in business. If short courses are more practical and useful than regular courses, it will be because of the presence of these specialists who can do as well as tell how to do.

### *The Low Price of Books*

A member of a publishing office, who shall be nameless, recently purchased some flowers at Dards, and because of the price charged him, remarked that the high prices of books had not kept pace with the high prices of flowers. The florist admitted this and stated that a number of his customers cited books as among the few gifts which could still be bought at approximately pre-war prices.

## AMONG THE PUBLISHERS

"How Diplomats Make War," by Frances Neilson (Huebsch) has just been brought out abroad in both Swedish and German editions.

HARPER & BROS. are supplying very attractive and well-designed display stands for the *Bubble Book series*. They will hold the books open and tell of the series.

A COMPLETE set of the works of Ian Hay, to appear in attractive uniform dress, is now being prepared for publication by Houghton Mifflin Co. The edition is to be illustrated by the well-known English artist, Charles E. Brock.

CUPPLES & LEON CO. made the Christmas holidays a more delightful season of the year to their employees, by handing each of them a Christmas greeting consisting of ten per cent of their annual salaries for the year.

THE question, "Can the dead communicate with the living?" forms the theme of a novel entitled "The Invisible Foe" by Walter Hackett and Louise Jordan Miln which the Stokes Co. will bring out sometime this month.

AN avalanche of orders for old favorites, necessitating many reprints, has lately been experienced by the house of Harper. Some of the authors concerned are Rex Beach, Rupert Hughes, Conan Doyle, Margaret Deland, Elizabeth Jordan, Mark Twain and Thomas Hardy.

ALL lovers of Wellesley and all who are familiar with its life will be sure to welcome Dutton's new book, "Sigurd, Our Golden Col-lie," by Katharine Lee Bates, professor of English at the College. It cannot be classed simply as "another dog-book," for its appeal and sympathy extend further than this and make it a book of human personality.

"TELL me a story" is a common plea in every household, and mothers will hail with delight a new book with brand new stories from which to draw. Dodd, Mead & Co. have just the thing—a collection of "Tales of Serbian Life," made by Ellen Chivers Davies. The book has some remarkably fine illustrations that bring the atmosphere and color of the land straight home to the reader.

A. & C. Black have in the press for publication early in 1920 "Who Was Who, 1897-1916," the biographies of those in "Who's Who" who have died during the above twenty years. It will contain the biographies taken from "Who's Who" of those people who have died during the twenty year period with the date of death added in almost every instance.

IN spite of the strike, William J. Locke's new novel "The House of Baltazar" is to be published January 23, as originally planned, according to an announcement from John Lane Co.

ARTHUR Bartlett Maurice's delightful volume, "The Paris of the Novelists," which combines literary reminiscences with travel talk, is to be brought out in an English edition by Chapman and Hall. The book was published in this country in November by Doubleday, Page.

MR. A. Henry Higginson of South Lincoln Massachusetts, best known of fox hunting enthusiasts in America, gives notable praise to Masefield's "Reynard the Fox" as the greatest hunting ballad and the greatest description of a day's sport that it has been his fortune to read.

ARTHUR HOPKINS is producing at the Plymouth Theater in New York Maxim Gorki's "Night Lodging," a play which The Four Seas Company is publishing under the title "Submerged." This play is typical of Gorki's work, showing as it does the hopelessness of the outcasts of society with a faithful reproduction of its tragic reality.

"ADVERTISING as a Vocation" by Frederick J. Allen (Macmillan) takes its place on the shelf of helpful business books of the day. With the avowed purpose of showing the nature, growth and probable future of advertising as a live department in the business world, the book gives information valuable to the novice in the field and at the same time presents material worth the careful attention of the advertising man of long experience.

IN his annual summary of the volumes of poetry published during 1919, Louis Untermeyer lists the following in the order named as the "three most remarkable volumes of American poetry during the year": "The Solitary" by James Oppenheim, published by Huebsch; "Pictures of the Floating World" by Amy Lowell, published by Macmillan; and "Starved Rock" by Edgar Lee Masters published by Macmillan.

PAUL GAUGUIN's life in the South Seas has taken on peculiar interest since Somerset Maugham acknowledged that this famous French impressionist painter was the original of the character of Strickland in "The Moon and Sixpence" (Doran). O'Brien's "White Shadows in the South Seas" (Century) gives an interesting account of a visit to Gauguin dwelling in the Marquesas Islands, and Nicholas L. Brown has just published "Noa Noa," which is the artist's own account of his life in Tahiti.



## Annual Banquet of the Brotherhood of Commercial Travelers

The Thirty-fifth annual reunion of the Commercial Travelers of the book-trade was celebrated at the Waldorf-Astoria on Monday evening, December 29th. The "Younger Set" in the Brotherhood was in the saddle. Brother H. V. Patterson, as President, had grouped about him on either side the coming Knights of the Grip, while the "old-timers" graciously relegated themselves to the rear. It is just possible that the "calamity of July 1st" caused the absence of some few who shy at a meal without a wine card, and if there was any who foreswore this banquet on that account, he will learn that he missed a most enjoyable evening.

In the absence of "Uncle Bill" Kelly, who for more than a generation has made the customary bestowal speech, Fred Nunan performed the ceremony in his inimitable way and placed the insignia of office, an ivory gavel mounted on a gorgeous green sash, on the shoulder of the President. James H. Herron, the comedian, told a lot of very funny stories, chiefly in the dialect of the Scot, George V. Sieffert, of Doubleday, Page & Co., representing the "younger set" as an entity, made his maiden speech and many of his admirers now see in him a potential orator of great brilliancy. Congressman Dave O'Connell, the one and only, received a royal welcome and made a stirring address on "Americanism" and the dangers to peace and prosperity that confront us. John J. Mullen, of Small, Maynard & Co., with the aid of the quartette of musical entertainers, sang a topical song, written for the occasion, which had to be repeated several times in response to encores. We print a sample of the verse.

### CHORUS

Sahara—we sympathize with you,  
Sahara—we'll soon be dry like you,  
Bill Kelly, good old wagon,  
He will surely shed a tear,  
When January comes in just to spoil a brand New Year.

Herman Kleintisch has decided to become a fish  
And that would be a good stunt for us all  
For we might get the shivers and be moving all our  
arms so queer

We'd get that way from reaching for imaginary steins  
of beer.

Sahara, oh Sahara, we'll soon be dry like you.

Dave Koeller, of St. Louis, made an earnest little speech quite unrelated to the dry atmosphere of the nation, and after the usual farewell songs the happy band disbanded.

During the evening a sympathetic telegram from "Uncle Bill" Kelly at St. Petersburg, Fla. was read and cheered.

There will be published shortly a translation of "133 Days of Hungarian Bolshevism." It is coming out thru Waldheim-Eberle, of Vienna. The book tells the story of Bella Kun, and the author is Ladislaws Bizony.

## Mr. Harcourt Back With Many English Contracts

A list that will reach to 50 new titles in the next six months is the promising announcement of Mr. Alfred Harcourt, of Harcourt Brace and Howe, who has just returned from an English trip with a large number of contracts from English authors.

Not only is the English publishing trade active and prosperous, reports Mr. Harcourt, but manufacturing conditions are sufficiently correcting themselves so that it is again feasible to import English sheets on items that would require but small American editions.

English publishers are now organizing into an employers' association to meet the situation brought about by the unionization of book salesmen, of shipping room employees, and the proposed union of the clerical force. With all this readjustment, however, production is more sure and rapid than here and costs are lower.

Mr. Harcourt has arranged with Melrose for joint publication of a series on Popular Science edited by J. Arthur Thomson and will be American publisher of the new Melrose "Prize Novel" which has been reported to be of unusual merit. A series on International Relations edited by G. Lowes Dickinson is another important project.

Edward Carpenter's "Pagan and Christian Creeds" has been contracted for and a Life of Pastor Robinson the Pilgrim leader, and of Sir Victor Horsley, the great physician,

Mr. Fitzgerald is to carry the Harcourt Brace and Howe line to the coast. Mr. Gehrs is to cover the East, and two other travelers are being arranged for. The announcements of the educational department under Mr. Howe now reach several titles and new titles of American origin will include volumes by Justice Holmes, Walter Lippmann, W. E. B. Du Bois, Carleton Parker, Margaret Widdemer, Samuel Olgin and others.

## Children's Reading

Prefacing a list of best children's books recently made up for the use of the Doubleday Page Book Shops, Mrs. Kate Douglas Wiggin writes:

"If you find twelve-year-old girls or boys addicted to 'juveniles' and to nothing else, you may conclude they have drunk too long and too deeply of nursery 'pap.' Later on their ears will be deaf to the music of St. Paul's Epistles and the Book of Job; they will never know the Faerie Queen or the Red Cross Knight, Don Quixote, Hector, or Ajax; Dante and Goethe will be sealed oracles to them until the end of time; the spaciousness of Milton will forever confound them, and they will never

'Hear, like ocean on a western beach,  
The surge and thunder of the Odyssey.'"

## CHANGES IN PRICES

### DODD MEAD & CO.

Dodd, Mead and Company have been compelled to increase the prices of a number of their publications, effective December 26th. They have issued a new catalog which will be mailed to any bookseller on request.

### FREDERICK A. STOKES CO.

Frederick A. Stokes Company announce changes in prices to be effective January first. Send for new price list.

## Obituary

JOHN WRIGHT, D.D., Rector-emeritus of St. Paul's Church, St. Paul, Minn., died in that city on December 23rd, aged 83. He was an authority on Egyptology and the author of "Early Bibles of America," "Early Prayer Book of America," and a number of pamphlets on religious subjects.

## Twenty-Five Years at One Address

The passing of the year 1919 marks the twenty-fifth anniversary of the book business conducted by Isaac Mendoza at 17 Ann Street, now known as The Isaac Mendoza Book Co. This business was founded in 1894, and it is interesting to note, that the building which has continuously housed this firm was used as a place of residence by Capt. Greenwood of the original American Revolutionary Army over one hundred years ago. The building has long been the home of booksellers and printers. Wm. Burnett was located here in 1834, Wm. Applegate in 1844, Jared W. Bell published the Poems of McDonald Clarke in 1836, and G. B. Teubner, Stearns & Co., Robt. H. Johnson and Maximilian Bruckner, as well as Jeremiah H. Farrel had bookshops at number 17 Ann Street in the years 1852-1880, names which added lustre and fame to the annals of our craft. Isaac Mendoza commenced his career with Michael Hynes at the corner of Theatre Alley & Beekman Street, continuing with Hynes' successors Bower & Loy, finally starting in business on his own account.

## Annual Dinner in March

The annual dinner of the Women's National Book Association has been postponed from the January date as originally announced to March, the exact date to be set later. Mme. Yvette Guilbert who is to be the guest of honor found it necessary to change the date to fit her itinerary.

## Watch Out for the Thief

A book thief is going the rounds of New York with a pasteboard box under his arm, which is so arranged that he can easily drop into it any books that he may wish to select from the shelves. While not actually caught with the goods, his suspicious actions have been noted and an examination of his box shows that it was made for an illegal purpose.

## Periodical Notes

The *Scientific American Supplement* has been discontinued and in its place, beginning January 1st, appears the *Scientific American Monthly*. It is issued by Munn & Co., publishers of the *Scientific American* and will follow on a wider scale the editorial policy embodied in the *Scientific American Supplement*. The new monthly will have a page size of nine by twelve inches and will not carry advertisements.

*Everyday Engineering Magazine*, now in its fourth year has attained a circulation of a hundred thousand copies a month. Since it was taken over financially by the Norman W. Henley Publishing Co., a year ago, numerous improvements have been made in the editorial format, while its circulation has been energetically pushed to the six figure standard. Early in the new year it will be regularly issued under the imprint of the Henley Co.

*Harper's Magazine* has its fourth editor in the sixty-eight years of its existence in the person of Thomas Bucklin Wells who has been appointed to fill the place made vacant by the death of Henry Mills Alden. During three years of service at publicity work in the book department Mr. Wells from time to time ventured suggestions for articles for *Harper's Magazine* to Mr. Alden, so that in 1902 Mr. Alden himself asked the head of the house to assign Mr. Wells definitely to the staff of the magazine. For the past seventeen years he has therefore served as associate editor. Unlike his predecessor, who only once in his long career ventured upon a trip abroad, Mr. Wells has traveled extensively, making annual visits to England and the Continent in the interests of the publishing house. He is vice-president and secretary of Harper & Bros.

*McClure's Magazine* has been sold to Herbert Kaufman, author and editorial writer, according to an announcement recently made public by Frederick L. Collins, President of McClure's Publications, Inc. The new owner has acquired all the stock of the company and will hereafter be editor of the magazine. The change of stock ownership means a decided strengthening of the magazine financially. No change in the present staff of the magazine is contemplated. Associated with Mr. Kaufman in the new project are George L. Storm, Chairman of the Board of Directors of the American Safety Razor Company; Leon Shinasi, cigarette manufacturer; J. F. Bresnahan, Vice President of the American Chic Company; J. O'Hara Cosgrave, at one time managing editor of *Everybody's Magazine*; Edgar Sisson, former managing editor of the *Cosmopolitan Magazine*, and Frederick L. Collins.

NEW YORK CITY.—The Book Service Co. is a recently formed corporation for selling books by mail. Its office is at 50 East 42nd Street.

## THE WEEKLY RECORD OF NEW PUBLICATIONS

This list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

*The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth. Imprint date is stated [or best available date, preferably copyright date, in brackets] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date: otherwise simply "c." No ascertainable date is designated thus: [n. d.]*

*Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ft. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow.*

**Avion, pseud.**

The way to fly; an introduction to flight for beginners. 156 p. il. diagrs. D Phil., Lippincott \$1.25 n.

**Bangay, R. D.**

The elementary principles of wireless telegraphy. [2d ed.] 2 v. 224; 242 p. diagrs. D N. Y., Wireless Press, 68 Broad St. \$1.75 n.

**Barry, Joseph Gayle Hurd, D.D.**

From a convent tower. 186 p. D c. N. Y., E. S. Gorham, 11 W. 45th St. bds. \$1.25 n.

**Blair, Henry C.**

An easy method of teaching children to learn to draw letters. 48 p. O c. Phil., Lea & Febiger, 706 Sansom St. \$1.25 n.

**Braithwaite, William Stanley Beaumont**

The story of the great war; with 12 il. in col. 9+371 p. col. pls. O [c. '19] N. Y., Stokes \$3 n.

Story of the great war for young people, considered from diplomatic, political and military viewpoints.

**Briggs, Clare A.**

Oh, man! A bully collection of those inimitable human cartoons; with a breezy foreword by Franklin P. Adams. 119 p. of il. obl. O [c. '19] Chic., P. F. Volland Co., 58 E. Washington St. bds. \$1.50 n. bxd.

**Bufton, James D., and others, eds.**

Bufton's universal cyclopædia "multum in parvo"; a comprehensive, accurate and dependable storehouse of universal knowledge, treating history, geography, biography, literature, economics, civics, art, science, discovery and invention, embracing over 16,000 subjects; all subjects treated in plain, simple language, with cross references; over 2000 illustrations; maps, charts and gazetteer. 4 v. il. pors. diagrs. Q c. Kansas City, Mo., Bufton Pub., Scarritt Bldg. leath. \$27.50

Blank pages at the back of each volume for notes, newspaper clippings, etc.

**Cabot, Elise Pumpelly [Mrs. Thomas Handasyd Cabot]**

Arizona; and other poems. 10+101 p. D [c. '19] N. Y., Dutton bds. \$2 n.

**Caldwell, George Walter**

Legends of Southern California; il. by Jane Jefferson Flippen. 91 p. D c. San Francisco, Phillips & Van Orden Co., 509 Howard St. \$1.25

**Caldwell, Otis William, and Eikenberry, William Lewis**

A laboratory manual for work in general science. Rev. ed. 11+139 p. il. pls. diagrs. Q [c. '19] Bost., Ginn & Co., 15 Ashburton Pl. 72 c.; in biflex binder \$1

**America Ore Reclamation Company**

Sintering and desulphurizing of iron ore materials. 24 p. il. 2 fold. pls. diagrs. O [c. '19] N. Y., Am. Ore Reclamation Co., 71 Broadway. pap. gratis.

**Anaconda Copper Mining Company**

Copper from mine to finished product; a brief description of the smelting, refining and rolling of copper, the electrolytic refining of zinc and the refining of lead as practiced in some of the plants of the Anaconda copper mining company. 46 p. il. diagr. Q c. '19 N. Y., Anaconda Copper Mining Co., 42 Broadway. pap.

**Atwood, Harry Fuller**

Keep God in American history. no paging. S [c. '19] Chic., Laird & Lee [1732 S. Michigan Ave] pap. 35 c.

**Barrows, Albert Lloyd**

The occurrence of a rock-boring isopod along the shore of San Francisco Bay, California. 209-316 p.

pls. Q (Pubs. in zoology v. 19, no. 9) Berkeley, Cal., Univ. of Cal. pap. 25 c.

**Bauer, Ralph Stanley**

Essentials of the law of damages. 11+510 p. O c. Chic., Callaghan & Co., 401 E. Ohio St. \$4.

**Brandt, Otho Welcome**

Explanation of train rules, train orders, special instructions, and rules governing the use of block signals and interlocking plants. 174 p. tabs. S [c. '19] Kansas City, Mo., Tiernan-Dart Ptg. Co., 312 W. 6th St. \$2; limp leath. \$2.50

**Brown, Herbert C.**

History of E company, 37th U. S. Engineers. 138 p. pls. pors. maps D [c. '19] Bost., G. H. Ellis Co., 272 Congress St. gratis.

**Canan, Wilfred [Billican, pseud.]**

How to get by, in and out of a small town as a cartoonist 2 v. 30; 32 p. il. pors. [c. '19] [Fargo, N. D., Exchange Pub.] pap.



**Cavanaugh, Maj. Frank W.**

Inside football. 318 p. por. D [c. '19] Bost., Small, Maynard \$5 n.

**Chancellor, William Estabrook**

Educational sociology. 422 p. D c. N. Y., Century Co. \$2.25 n.

**Churchill-Grindell** recreation songs for junior classes. 80 p. O '19 c. '18 Milwaukee, Trade supplied by C. N. Caspar Co., 454 E. Water St. pap. 60 c. n.

**Cotterill, Henry Bernard**

Italy from Dante to Tasso. 617 p. il. O (Great nations' ser.) N. Y., Stokes \$5 n.

**De La Mare, Walter John**

The three mulla mulgars; 12 il. in col. and many in black and white by Dorothy P. Lathrop. 275 p. O N. Y., A. A. Knopf \$3.50 n.  
Fanciful tale for children of the wanderings of three monkeys of the blood royal.

**Dieterich, Fred G., comp.**

The inventor's universal educator; an educational cyclopaedia and guide for inventors, patentees, manufacturers, mechanics, and all others connected directly or indirectly with patents. 5th ed. 159 p. il. por. obl. S c. '99-'19 Wash., D. C., F. D. Dieterich, Ouray Bldg. \$2

**Dunn, Arthur William, and Harris, Hannah Margaret**

Citizenship in school and out; the first six years of school life. 23+144 p. (3 p. bibl.)

**Cathcart, Henry Frederick**

"Dad's reminiscences, reveries and ruminations. [verse]. 2d and enl. ed., written in army camps in France. 160 p. por. T St. Cloud, Fla., St. Cloud Tribune Co. \$2

**Champion Coated Paper Company**

Transit in old-time New York. 13 p. il. O (Champion monographs) c. '19 N. Y., Champion Coated Paper Co., 324 Pearl St. pap. gratis

**Cole, Frank R., and Lovett, Arthur Lester**

New Oregon *Diptera*. 221-255 p. pls. Q (Proceedings 4th ser., v. 9 no. 7) San Francisco, Cal. Academy of Sciences. pap. 40 c. n.

**Coles, Rutgers Remsen**

Rapids and still water [verse]. 11+46 p. D c. Bost., Stratford Co., 32 Oliver St. \$1

**Colton, Mary Russell Ferrell, and Colton, Harold Sellers**

The little-known small house ruins in the Cocconino Forest. 101-126 p. il. maps plans Q (Memoirs v. 5, no. 4) ['18] Lancaster, Pa., American Anthropologist pap. 50 c.

**Delbridge, Charles Lomax**

Delbridge coal and freight calculator, 25c per ton to \$20.00 per ton; by price rises of each 25 cents per ton. 82 p. Q c. '19 St. Louis, Delbridge Co., 206 Walnut St. \$1.50

**Devoe, William B.**

Corporation almanac and daily reminder; giving in chronological order all dates when reports must be made, taxes paid or other prescribed action taken by corporations under the laws of Delaware, Maine, Massachusetts, New Jersey, New York, Pennsylvania and the federal laws, together with the text of these laws, forms of reports and notes on their preparation. 8+474 p. fold. tab. O c. N. Y., Baker, Voorhis & Co., 45 John St. \$5 n.

pls. D [c. '19] N. Y., D. C. Heath & Co., 239 W. 39th St. 80 c. n.

**Easton, Burton Scott**

The teaching of St. Paul. 4+164 p. D c. N. Y., E. S. Gorham bds. \$1.25 n.

**Everett, Herbert Edward, and Lawrence, William Henry**

Freehand and perspective drawing; a practical treatise on the principles of artistic perception and the art of correct graphic delineation. pt. 1—Freehand drawing, by [first author]; pt. 2—Perspective drawing, by [second author]. 3d ed. 62+80 p. il. pls. diagrs. (part fold.) O Chic., American Technical Soc., Drexel Ave. and 58th St. \$1.50

**Gauguin, Paul**

Noa Noa; tr. from the French by O. F. Theis. 148 p. pls. D c. N. Y., Nicholas L. Brown, 80 Lexington Ave. bds. \$2 n.

Autobiographical story of this French artist's flight from civilization and his sojourn in the South Seas.

**Glenconner, Pamela Genevieve Adelaide Wyndham, Lady**

Edward Wyndham Tennant; a memoir by his mother. 10+334 p. pors. O N. Y., J. Lane. \$5 n.

Biographical sketch of Edward Wyndham Tennant who was killed in the war at the age of nineteen, including many of his letters and poems.

**Goddard, Pliny Earle**

Myths and tales from the White Mountain Apache. 87-139 p. O (Anthropological pap.

**Dixon, Joseph**

Notes on the natural history of the bushy-tailed wood rats of California. 49-74 p. il. pls. map Q (Pubs. in zoology v. 21, no. 3) Berkeley, Cal., Univ. of Cal. pap. 25 c.

**Duff, Arthur Melville**

Forty-four hours a week wage calculator; shows amount for every quarter hour from one-quarter hour to a full week of forty-four hours and up to seventy hours; calculated for each half dollar of wages from \$5.00 to \$50.00 per week and every dollar to \$78.00 per week. 103 p. Q [c. '19] Bost., A. M. Duff \$7 n.

Forty-eight hours a week wage calculator; shows amount for every quarter hour from one-quarter hour to a full week of forty-eight hours and up to seventy hours. Calculated for each half dollar of wages from \$5.00 to \$50.00 per week, and every dollar to \$78.00 per week. 103 p. Q [c. '19] Bost., A. M. Duff \$7 n.

**Enlow, Lucile C.**

The heart of a girl. 7+68 p. il. por. D c. Bost., Stratford Co. bds. \$1

**Everett, Laura Bell, and Everett, Elizabeth Abbey**

War verses; O sunny land of France and The shining sword of the Hun. 12 p. O '18 Oakland, Cal., Carruth & Carruth. 50 c.

**Fales, De Coursey**

The Fales family of Bristol, Rhode Island; ancestry of Haliburton Fales of New York. 332 p. pls. pors. O [Bost., T. R. Marvin & Son, 152 Purchase St.] (priv. pr.)

**Faust, Albert Bernhardt**

Lists of Swiss emigrants in the eighteenth century to the American colonies. v. 1, Zurich to Carolina and Pennsylvania 1734-1744. Wash., D. C., National Genealogical Soc., 905 Massachusetts Ave., N. W. \$6

v. 24, pt. 2) N. Y., Am. Mus. of Natural Hist., 77th St. and Central Park W. pap. 50 c.

**Guild, Thacher Howland**

The power of a god; and other one act plays, with sketches of [author's] life and work. 151 p. il. D c. Urbana, Ill., Univ. of Ill. \$1.25 n. (500 copies)

**Hare, Walter Ben**

Costume monologues. 129 p. D c. Bost., W. H. Baker & Co. [5 Hamilton Pl.] bds. 75 c. n.

**Hatch, Louis Clinton, and others, eds.**

Maine; a history. Centennial ed. 3 v. pls. pors. Q c. N. Y., Am. Historical Soc., 265 Broadway. \$25 n.

**Heindel, Max**

Simplified scientific astrology; a complete textbook on the art of erecting a horoscope, with philosophic encyclopedia and tables of planetary hours. 4th ed., enl. and rev. 198 p. por. diagrs. D [c. '19] Oceanside, Cal., Rosicrucian Fellowship \$1.25

**Heydemann, Lillian P.**

Lily Carthew's monologues. 139 p. D c. '17-'19 Bost., W. H. Baker & Co. bds. 75 c. n.

How I filmed the war. il. O N. Y., Stokes \$4 n.

Account of the experiences of the man who filmed the Somme battle and other spectacular features of the war.

**Hoyle, Bertram**

Standard tables and equations in radio-telegraphy. 14+159 p. il. diagrs. O N. Y., Wireless Press \$3.25 n.

**James, Henry**

A landscape painter. 287 p. D c. N. Y., Scott & Seltzer \$1.75 n.

Four short novels which have never before appeared in book form in this country. *Contents:* A landscape painter; Poor Richard; A day of days; A most extraordinary case.

**Jenkinson, Editha, comp.**

The Malory verse book. 234 p. D N. Y., Stokes \$2 n.

Collection of contemporary English poetry.

Kingly (A) grave in France; by the author of "Especially" and "The cup of war." 32 p. pls. S N. Y., Longmans pap. 25 c. n.

**Hatt, Gudmund**

Notes on reindeer nomadism. 61 p. O (Memoirs, v. 6, no. 2) Lancaster, Pa., American Anthropologist pap. \$1

**Janes, David Irving**

La belle France [verse]. 40 p. D c. N. Y., Duffield & Co., 211 E. 19th St. bds. \$1.

**Kroeber, Alfred Louis**

Kinship in the Philippines. 69-84 O (Anthropological pap. v. 19 pt 3) N. Y., Am. Mus. of Natural Hist. pap. 25 c.

**Lindlahr, Henry**

Iridiagnosis and other diagnostic methods. 327 p.

**Kniffin, William Henry**

The practical work of a bank; a treatise of practical banking which aims to show the fundamental principles of money; the practical work of a bank in detail, and particularly credit in its relation to banking operations. 5th ed. (rev.) 11+604 p. il. plans fold. diagr. forms O c. '15-'19 N. Y., Bankers Pub., 253 Broadway \$5 n.

**Laguardia, Garibaldi G. B., and Laguardia, Cincinato, D. B.**

Argentina; legend and history, readings. 58+411 p. il. pors. maps D (Hispanic ser.) [c. '19] Bost., B. H. Sanborn & Co., 50 Beacon St. \$1.44

**Lapsley, Gaillard Thomas, ed.**

The America of today; being lectures delivered at the Local lectures summer meeting of the University of Cambridge, 1918. 25+254 p. O [N. Y., Putnam] bds. \$4

Series of lectures delivered at the University of Cambridge by H. D. Hazeltine, Lord Eustace Percy, J. W. Cunliffe, Dr. G. Santayana and others.

**Locke, Gladys Edson**

Ronald o' the moors; with il. by Nellie L. Thompson. 332 p. pls. D Bost., Four Seas Co., 188 Dartmouth St. \$1.75 n.

Mystery novel laid in the wilds of Dartmoor at the time when many men were outlawed for their adherence to the lost cause of James Stuart.

**Loti, Pierre [pseud. for Louis Marie Julien Viaud]**

Madame Prune. 240 p. il. O N. Y., Stokes \$3 n.

Sketches of Japanese life.

**MacEachen, Roderick Aloysius**

Catechist's manual: first elementary course. 356 p. D [c. '19] Wheeling, W. Va., Catholic Bk. Co. \$1.75

**McPherson, William, and Henderson, William Edwards**

Exercises in chemistry, systematically arranged to accompany the second revised edition of "An elementary study of chemistry." 9+147 p. il. D [c. '19] Bost., Ginn 60 c.; in biflex binder 84 c.

**Magnus, Laurie**

A general sketch of European literature in the centuries of romance. 16+411 p. O '18 [N. Y., Dutton] \$7 n.

Starts with the twelfth century and brings the history down to the year 1637 when the French Academy was founded. Index.

il. O (Natural therapeutics, v. 6) Chic., Lindlahr Pub., 515 S. Ashland Blvd. \$2.65

**Lloyd, John William**

Co-operative and other organized methods of marketing California horticultural products. 142 p. O (Studies in the social sciences v. 8, no. 1) Urbana, Ill., Univ. of Ill. pap. \$1.25

**McNamar, Mrs. Myrtle**

Just muse; and other poems. 78 p. D c. 18-'19. Cottonwood, Cal., Mrs. M. McNamar. \$1.

The veil of mist [verse]. 31 p. D Cottonwood, Cal., Mrs. M. McNamar. pap. 50 c.

**Mann, Dorothea Lawrance**

An acreage of lyric. 57 p. D [c. '19] Bost., Cornhill Co., 69 Cornhill bds. \$1.25  
Poems partly reprinted from various periodicals.

**Morgan, Angela**

Hail, man! [verse] 107 p. D c. N. Y., J Lane \$1.25 n.

**Morris, Charles**

Heroes of the army in America. New ed. 354 p. il. D (Hero ser.) c. Phil., Lippincott \$1.50 n.

**Negley, Harry Elliott**

The outlawed nation; with appendix: Other war poems. 246 p. il. pors. D [c. '19] Indianapolis, Bobbs-Merrill Co., 18 E. Vermont St. \$1 n.

**Newman, Ernest**

A musical motley. 11+326 p. D N. Y., J Lane \$1.50 n.

Collection of articles on musical subjects by a well-known English musical critic. *Partial contents:* "L'enfant prodigue"; On instruments and their players; On musical surgery; Criticism by code; Futurist music; The best hundred scores.

**New York. Public Library. Municipal Reference Library**

Guide posts on the road to health; a list of books, by Sara L. Halliday. 303-310 p. O (Special report, no. 3). N. Y., N. Y. Pub. Lib. pap. 10 c.

**New York Times Mid-Week Pictorial**

The war of the nations, portfolio in roto-gravure etchings. 528 p. F c. '19 N. Y., N. Y. Times Co., 217 W. 43d St. \$13

**Odom, William Macdougall**

A history of Italian furniture from the fourteenth to the early nineteenth centuries. v. 2. 444 p. il. F c. Garden City, N. Y., Doubleday, Page \$50; per set \$100  
Corrected price.

**Pan American Union. Columbus Memorial Library**

A reference list on commerce, exporting and importing, comp. by Chas. E. Babcock.

**Nelson, Nels Christian**

Chronology in Florida. 75-103 p. il. O (Anthropological pap. v. 22, pt. 2) '18 N. Y., Am. Mus. of Natural Hist. pap. 25 c.

**North Carolina. Legislative Reference Librarian**

North Carolina blue book; comp. and ed. by W. S. Wilson. 8+306 p. S '18 Raleigh, N. C., N. C. Historical Commission. gratis

**Northrup, Elliott Judd**

An elementary treatise on the law of real property. 25+441 p: O Bost., Little, Brown \$3.50 n.

**Old Colony Trust Company, Boston**

The treaty of Versailles, American opinion. 105 p. O [c. '19] Bost., Old Colony Trust Co. gratis.

**Pacific Northwest Library Association**

Proceedings of the ninth annual conference of the association, Seattle, Washington, September 2, 3, 1918. 52 p. O [Tacoma, Wash., Elena A. Clancey, Tacoma Pub. Lib.] pap. 75 c.

19 p. O Wash., D. C., Pan American Union pap.

**Pillsbury, Walter Bowers**

The psychology of nationality and internationalism. 8+314 p. D c. N. Y., Appleton \$2.50 n.

Discussion of the nation as a psychological unit laying emphasis on the social instincts and considering the adjustment that can be made between nationality and internationalism. Index. Author is professor of psychology, University of Michigan.

**Radziwill, Catherine Rzewuska, Princess [Count Paul Vassili, pseud.]**

The disillusion of a crown princess; being the story of the courtship and married life of Cecile, ex-crown princess of Germany. 224 p. O c. N. Y., J. Lane \$2.50 n.

Account of the unhappy married life of ex-crown princess Cecile as told by an intimate friend.

**Rathbun, John B.**

Ignition, valve timing and automobile electric systems (self-starting and lighting) a comprehensive manual of self-instruction on the operation, adjustment and repair of magnetos, battery ignition systems, and self-starting mechanisms; complete tables and data on valve timing for a great number of American automobiles; the Ford ignition system and its adjustment. 236 p. il. tabs. diagrs. D c. Chic., Stanton & Van Vliet Co., 501 Plymouth Ct. \$1.25

**Russell Sage Foundation. Library**

Industrial pensions [bibliography]. 3 p. O N. Y., Russell Sage Foundation, 130 E. 22d St. pap.

**St. Louis. Public Library**

American home life; a list of stories for children; comp. by Norma Weis. 3 p. O St. Louis, Pub. Lib. pap. gratis

Occupations for invalids; a list of books. 3 p. O St. Louis, Pub. Lib. pap. gratis

**St. Louis. Public Library. Library School**

Woman suffrage; a list comp. by students of the St. Louis library school. 8 p. O ['19] St. Louis, Pub. Lib. pap. gratis

Peace (The) treaties; comprising the league of nations covenant, digest of the German treaty, digest of the Austrian treaty, with annotations by the American mission at the peace conference; milestones on the road to victory; indexed. 91 p. O c. '19 N. Y., Federal Trade Information Service, 31 Nassau St. pap.

**Rees, John E.**

Idaho chronology, nomenclature, bibliography. 125 p. O '18 c. Hammond, Ind., W. B. Conkey Co., pap. \$1.25

**Rippen, Bene van**

Notes on some Bushman implements. 75-97 p. il. pls. O (Memoirs v. 5, no. 3) ['18] Lancaster, Pa., American Anthropologist. pap. 50 c.

**Setchell, William Albert, and Gardner, Nathaniel Lyon**

The marine algae of the Pacific Coast of North America. pt. 1, Myxophyceae. 138 p. pls. O (Pubs. in botany v. 8, no. 1) Berkeley, Cal., Univ. of Cal. pap. \$1.50



**Shakespeare, William**

La tragedia de Julio César; ed. con estudio preliminar, notas aclaratorias y vocabulario por el Dr. Paul G. Miller. 34+144 p. S (Clásicos literarios en inglés de Heath) [c. '19] N. Y., Heath 50 c.

**Smith, Mrs. Lewis Worthington**

The lamp of heaven; a Chinese play in one act. 25 p. D (Contemporary ser.) c. Bost., Four Seas bds. 75 c.

**Spargo, John**

The psychology of Bolshevism. 150 p. D [c. '19] N. Y., Harper \$1.35 n.

Points out how and why the spirit of unrest and radicalism has spread to every land and has crept into the homes of rich and poor alike.

**Stevens, Mrs. Ida L. Walker, comp.**

Historical America; a brief and interesting history of each state of the Union. 64 p. pors. map D c. '19 St. Louis, Mrs. I. L. Stevens, 5065 Maple Ave. pap. \$1

**U. S. Surgeon General's Office**

Index-catalogue of the library of the surgeon general's office, United States army. Authors and subjects. third ser., v. 1, A-Army. 13+755 p. Q Wash., D. C., Gov. Pr. Off. Supt. of doc. \$2

**Speck, Frank Gouldsmith**

The functions of wampum among the eastern Algonkian. 71 p. il. pls. Q (Memoirs v. n. no. 1) Lancaster, Pa., American Anthropologist. pap. \$1

**Spier, Leslie**

Notes on some little Colorado ruins. 333-362 p. il. pl. fold. plan O (Anthropological pap. v. 18, pt. 4) '18 N. Y., Am. Mus. of Natural Hist. pap. 70 c.

**Thornton, William Wheeler**

The complete guide for Indiana township officers. 6th ed. 46+978 p. O c. Cin., W. H. Anderson Co., 524 Main St. \$7.50

**Tucker, Sidvin Frank, comp.**

A partial list of the descendants of the Rev. George Gillmore, loyalist of Horton and Windsor, Nova Scotia. 20 numbl. O '18 Bost., C. B. Hogg, 119 Water St. \$1 n. (priv. pr.)

**U. S. Public Health Service**

Adenoids: what they are, how to recognize them, what to do for them. 7 p. il. T (Keep well ser. 2) Wash., D. C., Gov. Pr. Off.

Antenatal and neonatal factors in infant mortality. 6 p. O Wash., D. C., Gov. Pr. Off. pap. (Public health reports. Reprint 52) Supt. of doc. 5 c.

Hospitals and dispensaries for free treatment of venereal diseases. 14 p. O (Public health reports. Reprint 521) Wash., D. C., Gov. Pr. Off. pap. Supt. of doc. 5 c.

**U. S. Railroad Administration. Division of Finance. Fire Loss and Protection Section**

Causes of fire losses sustained during the year 1918; comp. by J. W. Clark. 14 p. O (Bulletin 13) Wash., D. C., Gov. Pr. Off.

**U. S. Shipping Board. Division of Planning and Statistics**

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Combined hand-book, guide and anthology of American poetry from 1840 to 1918.

**Watterson, Henry**

Marse Henry. 2 v. il. O N. Y., Doran \$10 n. bxd.

Autobiography by the editor of the Louisville *Courier-Journal* picturing the social and political life of the greater part of the nineteenth century.

**Williams, Laura M.**

Up-to-the-minute monologues; a collection of "plays for one character." 131 p. D c. Bost., W. H. Baker & Co. bds. 75 c. n.

**Wisconsin. University. Extension Division**

Plays for community Christmas. 40 p. D (Bulletin. General ser. 794) Madison, Wis., Univ. of Wis. pap.

**Wright, Richardson Little, ed.**

House and garden's book of houses; containing over three hundred illustrations of large and small houses and plans, service quarters and garages, and such necessary architectural detail as doorways, fireplaces, windows, floors, walls, ceilings, closets, stairs, chimneys, etc. 94 p. il. plans F c. N. Y., C. Nast & Co., 19 W. 44th St. \$3

**Valleau, William Dorney**

Sterility in the strawberry. 613-670 p. (3 p. bibl.) diags. Q '18 Wash., D. C., Gov. Pr. Off.

**Van Duzee, Millard C.**

Key to the North American species of the dipterous genus *Medeterus*, with descriptions of new species. 257-270 p. O (Proceedings 4th ser., v. 9, no. 8) San Francisco, Cal. Academy of Sciences pap. 30 c. n.

**Virginia. Legislative Reference Bureau**

Road laws of the American states; digest collected by Lewis H. Machen. 154 p. tab. O Richmond, Va., Va. Legislative Reference Bu. pap. gratis

**Wadsworth, Atheneum and Morgan Memorial, Hartford**

The early plate in Connecticut churches prior to 1850, collected by the Connecticut Society of the Colonial Dames of America, cataloged by Florence Paul Berger, exhibited in the Morgan Memorial, Hartford, Connecticut, May 1919. 12 p. O Hartford, Ct. Wadsworth Atheneum. pap. 25 c.

**Warren, Whitney**

Fiume and D'Annunzio; a lecture given on November 4th, in Paris, France. 10 p. O [N. Y., Whitney Warren, 16 E. 47th St.] pap. 25 c.

**Washburn, Frederick M.**

Constant-temperature still head for light-oil fractionation. 12 p. il. tab. diags. Q (U. S. Bu. of Standards technologic pap. 140) Wash., D. C., Gov. Pr. Off. pap. Supt. of doc. 5 c.

**Watson, Homer K.**

Causes of delinquency among fifty negro boys, 12 p. tabs. O (Sociological monograph, 14) Los Angeles, Cal., Univ. of So. Cal., So. Cal. Sociological Soc. pap. 15 c.

**Wilson, James Cornelius**

Fever-nursing. 9th ed., rev. and enl. 272 p. il. charts O c. (Lippincott's nursing manuals) Phil., Lippincott \$1.75

**Wormeley, Philip Lightfoot, and others**

Effect of glucose and salts on the wearing quality of sole leather. 38 p. il. tab. diags. form O (U. S. Bu. of Standards technologic papers no. 138) Wash., D. C., Gov. Pr. Off. pap. Supt. of doc. 10 c.

## RARE BOOKS, AUTOGRAPHS AND PRINTS

The midwinter meeting of the Bibliographical Society of America convened at the La Salle Hotel, in Chicago, on New Year's Day.

At a recent sale at Hodgson's, in London, Byron's "The Curse of Minerva," a thin quarto pamphlet printed anonymously in 1812, brought £450.

Henry E. Huntington has announced that his library will be given to the state of California. A building specially designed for it is now in course of construction.

The first auction sale after the holidays will be held at the Walpole Galleries on January 7. It includes books of the eighteenth century, on art, the stage, American history and a few autograph letters.

The most important Whitman collection ever offered for sale at auction was sold by Stan V. Henkels, in Philadelphia, December 22. It came from the library of Isaac Hull Pratt of Philadelphia and consisted of a very complete set of first editions, collected editions, printer's proofs, and manuscripts, numbering in all 122 items. Prices realized indicate a continuance of the growth of interest in Whitman among collectors.

The prosperity of the rare book-trade has taken English booksellers somewhat by surprise. They are not quite prepared for it. Auctions are well attended, many new collectors are buying, prices are high, catalogs showing great care in preparation are appearing and dealers are very busy. A great deal of good stock is coming into the market and it is being moved very rapidly. And yet the American market is steadily kept in view. Some dealers are issuing an American edition of their catalog with prices in dollars and cents instead of pounds and shillings.

"The Census of Fifteenth Century Books Owned in America" compiled under the direction of a committee of the Bibliographical Society of America has been printed by the New York Public Library. It makes a quarto volume of 245 pages and contains, in addition to the census, an introduction by George Parker Winship, chairman of the committee, and a list of contributors which indicates the owner to whom the book is credited. The figures of the census as now printed are approximately 169 public and 246 private collections reporting 13,200 copies of 6634 titles. The Bibliographical Society has been engaged on this work for a long time and its completion demonstrated the usefulness of the society. Bibliographies of the census or directory type can be compiled by co-operation when it would be quite impossible for an individual working alone to obtain the necessary information.

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## RARE BOOKS, AUTOGRAPHS AND PRINTS

The fire that recently menaced the library of the Engineering Societies, at 29 West 39th Street, served to call attention to this invaluable collection. The library is very complete on technical subjects and includes careful selections of new books and many that are old and rare. The old books, mainly first editions, are many times very curious and interesting as well as rare and valuable. The library is valued at \$1,500,000, but there were many books that money could never replace. The rare editions were for the most part received with the Latimer Clarke collection purchased and presented to the library by Schuyler Wheeler, founder of the Crocker-Wheeler Company. The Clark collection is considered one of the most complete libraries on electrical subjects in the world, ranking with the famous Ronalds Library in London. As an illustration of its completeness the Clarke Collection is said to contain all scientific books extant before 1800, in all languages, and all prior to 1884, in English. Since 1884 the making of books have been so rapid that this all inclusive rule has been abandoned and the selection of books is a matter of discriminating study.

A catalog of John Harvard's library, bequeathed to Harvard College, has been prepared by Alfred Claghorne Potter, assistant librarian of Harvard University Library. Mr. Potter's careful enumeration makes the number 400 volumes, including 329 titles. Only one or two of these titles escaped the fire that destroyed the library in 1764. These were Downname's "Christian Warfare Against the Devil, World and Flesh, and possibly "The English Statutes of 1587." Many of these titles have been replaced from time to time until they now number about 60 per cent of the identified titles. The general character of the books is revealed in the catalog. Nearly three-quarters of the collection is theological. About half of these consist of Biblical commentaries and about equally divided between the Old and the New Testament and mainly in Latin. While there are a number of volumes of sermons there is comparatively little of religious controversy. The classics are well represented in English translations. There are a number of grammars and dictionaries, in Greek, Hebrew and English. English literature and history is barely represented at all. Bacon's "Essays" and the "Poems" of Quarles representing the former, and Camden's "Remains" and a tract on the plague and another on "The Gun Powder Plot" covering the latter field. There are a few scientific books, some scholastic philosophy, several medical books and a few on logic and law. Eighty-six books, or over one-fourth, of the whole library was printed before 1630.

F. M. H.

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Under the headings of "BOOKS WANTED" and "BOOKS FOR SALE" subscribers are charged ten cents a line (exclusive of address); non-subscribers, fifteen cents a line, address included. Bills for this service will be rendered monthly. Objectionable books are excluded so far as they are noted.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

Under "HELP WANTED" or for other small undisplayed advertisements, the charge is 15 cents a nonpareil line. No reduction for repeated matter. Count seven words to the line.

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## New Year Announcements by the Editors

THE PUBLISHERS' WEEKLY enters the important year of 1920 with the determination to do its full part in serving the trade as an effective organ for news and suggestion. The text is to be increased in number of pages and so arranged as to be of the greatest use to readers.

An important series of articles on retail salesmanship begins in this issue and is one of the most valuable features we have ever had. A special subscription price of \$3.00 per year (half price) will be made to store salesmen and assistants to cover this series.

Miss Graham's Home School of Bookselling has an important series of lessons to come beginning January 10th. These are to cover the field of fiction.

Instead of small classified advertisement in each number, there will be a Book-Trade Directory published in the first issue of each month. Subscribers should keep that number near at hand for reference to enable them to find the manufacturer or dealer that can best serve them.

The editors will always appreciate suggestions from subscribers and news items from thruout the country.

THE EDITORS.

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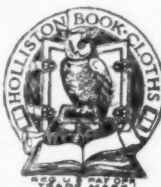
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